

**INTEGRATED NIELSEN  
COMPANY PERFORMANCE  
TOTAL U.S.  
DECEMBER 1994**

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
PHILIP MORRIS	46.92	46.37	46.16	46.16	1.40	1.32	2.38	2.38
PM PREM*	38.93	38.31	37.52	37.52	2.46	2.43	3.88	3.88
PM DSCT	7.99	8.06	8.63	8.63	-1.05	-1.09	-1.44	-1.44
PM BRD DSCT	6.82	6.81	7.07	7.07	-0.35	-0.43	-0.41	-0.41
PM PL	1.17	1.23	1.55	1.55	-0.70	-0.68	-1.04	-1.04
PM AST PROMO < MRL B4G1F	0.18	0.14	0.05	0.05	0.17	0.12	-0.02	-0.02
R. J. REYNOLDS	27.67	28.33	28.89	28.89	-2.39	-2.47	-3.43	-3.43
RJR PREM*	16.75	16.93	16.93	16.93	-0.27	-0.56	-0.37	-0.37
RJR DSCT	10.93	11.41	11.92	11.92	-2.06	-1.86	-2.98	-2.98
RJR BRD DSCT	7.22	7.72	8.07	8.07	-1.71	-1.43	-2.34	-2.34
RJR PL	3.70	3.69	3.85	3.85	-0.36	-0.43	-0.64	-0.64
RJR ASSORTED PROMO	0.11	0.12	0.08	0.08	0.07	0.08	-0.04	-0.04
BROWN & WILLIAMSON	10.31	10.22	10.26	10.26	0.07	-0.02	-0.03	-0.03
B&W PREM	4.18	4.17	4.15	4.15	-0.04	-0.05	-0.02	-0.02
B&W DSCT	6.12	6.05	6.10	6.10	0.10	0.03	-0.02	-0.02
LORILLARD	6.78	6.76	6.46	6.46	0.51	0.62	0.69	0.69
LOR PREM	6.45	6.43	6.15	6.15	0.44	0.54	0.50	0.50
LOR DSCT	0.33	0.33	0.31	0.31	0.07	0.09	0.19	0.19
AMERICAN TOBACCO	6.46	6.39	6.22	6.22	0.57	0.56	0.48	0.48
AMR PREM	3.04	3.06	3.10	3.10	-0.18	-0.13	-0.08	-0.08
AMR DSCT	3.42	3.33	3.12	3.12	0.74	0.70	0.56	0.56
AMR BRD DSCT	2.66	2.63	2.41	2.41	0.68	0.62	0.38	0.38
AMR PL	0.76	0.70	0.72	0.72	0.06	0.07	0.19	0.19
LIGGETT	1.72	1.81	1.87	1.87	-0.17	-0.02	-0.11	-0.11
LIG PREM	0.49	0.50	0.53	0.53	-0.09	-0.08	-0.11	-0.11
LIG DSCT	1.24	1.30	1.34	1.34	-0.08	0.05	0.00	0.00
LIG BRD DSCT	0.19	0.18	0.27	0.27	-0.19	-0.16	-0.06	-0.06
LIG PL	1.04	1.12	1.07	1.07	0.11	0.21	0.06	0.06
A/O CO. - INTL	0.13	0.13	0.14	0.14	0.00	0.01	0.01	0.01

\* EFFECTIVE OCT 1994 - INCLUDES ASSORTED PROMOTIONAL PRODUCT

2060071734

**INTEGRATED NIELSEN  
COMPANY PERFORMANCE  
TOTAL U.S.  
DECEMBER 1994**

	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
PHILIP MORRIS	45.52	45.07	45.55	45.64	46.12	46.54	46.67	46.47	46.31	46.24	46.07	45.99	46.92	0.93
PM PREM*	36.47	36.15	36.40	36.50	36.98	37.52	37.76	37.84	37.79	38.04	37.87	37.97	38.93	0.96
PM DSCT	9.04	8.91	9.14	9.12	9.11	9.00	8.90	8.62	8.49	8.16	8.19	8.02	7.99	-0.03
PM BRD DSCT	7.17	7.30	7.36	7.29	7.30	7.27	7.17	7.04	7.00	6.80	6.82	6.79	6.82	0.03
PM PL	1.87	1.61	1.78	1.84	1.81	1.74	1.74	1.59	1.50	1.37	1.32	1.23	1.17	-0.06
PM AST PROMO < MRL B4G1F	0.01	0.01	0.01	0.02	0.03	0.01	0.01	0.01	0.03	0.03	0.10	0.14	0.18	0.04
R. J. REYNOLDS	30.06	30.41	29.76	29.46	28.99	28.57	28.40	28.54	28.82	29.00	28.82	28.66	27.67	-0.99
RJR PREM*	17.02	17.17	16.99	16.89	16.76	16.83	16.74	16.92	17.04	17.04	17.05	17.03	16.75	-0.28
RJR DSCT	12.99	13.19	12.72	12.52	12.16	11.68	11.60	11.55	11.71	11.89	11.78	11.63	10.93	-0.70
RJR BRD DSCT	8.93	8.96	8.50	8.45	8.23	7.83	7.84	7.79	7.99	8.17	8.12	7.93	7.22	-0.71
RJR PL	4.06	4.24	4.22	4.06	3.94	3.85	3.76	3.76	3.71	3.71	3.66	3.70	3.70	0.00
RJR ASSORTED PROMO	0.04	0.05	0.06	0.04	0.07	0.06	0.06	0.07	0.07	0.07	0.10	0.14	0.11	-0.03
BROWN & WILLIAMSON	10.24	10.28	10.25	10.04	10.20	10.32	10.48	10.44	10.36	10.09	10.16	10.16	10.31	0.15
B&W PREM	4.22	4.19	4.17	4.14	4.14	4.09	4.14	4.22	4.15	4.10	4.16	4.16	4.18	0.02
B&W DSCT	6.02	6.09	6.08	5.90	6.06	6.23	6.33	6.22	6.21	5.99	6.01	6.00	6.12	0.12
LORILLARD	6.27	6.26	6.28	6.40	6.32	6.30	6.28	6.40	6.42	6.57	6.66	6.81	6.78	-0.03
LOR PREM	6.01	6.00	6.01	6.10	6.01	5.97	5.97	6.09	6.08	6.25	6.34	6.48	6.45	-0.03
LOR DSCT	0.26	0.26	0.27	0.30	0.30	0.33	0.31	0.31	0.34	0.32	0.32	0.33	0.33	0.00
AMERICAN TOBACCO	5.89	6.04	6.17	6.28	6.29	6.20	6.15	6.15	6.12	6.11	6.24	6.44	6.46	0.02
AMR PREM	3.22	3.18	3.16	3.16	3.13	3.12	3.10	3.07	3.06	3.07	3.08	3.05	3.04	-0.01
AMR DSCT	2.68	2.86	3.02	3.12	3.15	3.08	3.05	3.08	3.07	3.04	3.16	3.39	3.42	0.03
AMR BRD DSCT	1.98	2.10	2.20	2.31	2.36	2.41	2.39	2.40	2.39	2.41	2.55	2.68	2.66	-0.02
AMR PL	0.70	0.76	0.82	0.82	0.79	0.67	0.67	0.68	0.68	0.63	0.61	0.71	0.76	0.05
LIGGETT	1.89	1.82	1.83	2.02	1.95	1.94	1.89	1.86	1.84	1.88	1.91	1.80	1.72	-0.08
LIG PREM	0.58	0.58	0.56	0.56	0.55	0.53	0.52	0.52	0.51	0.51	0.51	0.51	0.49	-0.02
LIG DSCT	1.32	1.23	1.28	1.46	1.40	1.41	1.37	1.34	1.33	1.37	1.40	1.29	1.24	-0.05
LIG BRD DSCT	0.38	0.34	0.36	0.35	0.36	0.34	0.30	0.28	0.22	0.19	0.18	0.18	0.19	0.01
LIG PL	0.93	0.89	0.92	1.11	1.04	1.07	1.07	1.06	1.11	1.17	1.22	1.11	1.04	-0.07
A/O CO. - INTL	0.13	0.13	0.15	0.16	0.15	0.14	0.14	0.14	0.12	0.12	0.14	0.13	0.13	0.00

\* EFFECTIVE OCT 1994 - INCLUDES ASSORTED PROMOTIONAL PRODUCT

2060071735

**INTEGRATED NIELSEN  
TOTAL U.S.  
DECEMBER 1994**

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
PHILIP MORRIS	46.92	46.37	46.16	46.16	1.40	1.32	2.38	2.38
PM PREM* - SHR PREM	55.68	55.15	54.83	54.83	1.69	1.82	2.77	2.77
PM DSCT - SHR DSCT	26.56	26.40	27.40	27.40	-1.39	-1.67	-1.24	-1.24
PM BRD DSC - SHR BRD DSC	29.14	28.63	29.11	29.11	0.21	-0.28	0.93	0.93
PM PL - SHR PL	17.51	18.31	21.59	21.59	-7.22	-6.97	-8.46	-8.46
 MARLBORO	 29.97	 29.43	 28.57	 28.57	 2.62	 2.49	 3.68	 3.68
RED	10.35	10.29	10.16	10.16	0.35	0.41	0.99	0.99
MEDIUM	1.79	1.76	1.62	1.62	0.23	0.23	0.12	0.12
LIGHTS (NM)	13.77	13.45	12.91	12.91	1.46	1.36	1.87	1.87
MENTHOL	1.13	1.11	1.00	1.00	0.21	0.20	0.22	0.22
PM OTHER PREM	8.95	8.87	8.95	8.95	-0.18	-0.08	0.15	0.15
BENSON + HEDGES	2.45	2.43	2.50	2.50	-0.12	-0.11	0.00	0.00
MERIT	2.89	2.86	2.86	2.86	-0.02	0.04	0.06	0.06
VIRGINIA SLIMS	2.90	2.87	2.87	2.87	-0.01	0.02	0.07	0.07
PARLIAMENT	0.57	0.56	0.56	0.56	0.01	0.01	0.03	0.03
SARATOGA	0.10	0.10	0.11	0.11	-0.02	-0.02	-0.01	-0.01
CAMBRIDGE	1.75	1.72	1.80	1.80	-0.16	-0.17	-0.20	-0.20
ALPINE	0.36	0.38	0.40	0.40	-0.08	-0.07	-0.07	-0.07
BRISTOL	0.14	0.16	0.19	0.19	-0.10	-0.10	-0.18	-0.18
BASIC	4.47	4.48	4.56	4.56	0.06	0.02	0.13	0.13
PM PRIVATE LABEL	1.17	1.23	1.55	1.55	-0.70	-0.68	-1.04	-1.04
 R. J. REYNOLDS	 27.67	 28.33	 28.89	 28.89	 -2.39	 -2.47	 -3.43	 -3.43
RJR PREM* - SHR PREM	23.95	24.37	24.74	24.74	1.24	1.62	2.03	2.03
RJR DSCT - SHR DSCT	36.32	37.35	37.85	37.85	3.85	3.34	4.51	4.51
 BROWN & WILLIAMSON	 10.31	 10.22	 10.26	 10.26	 0.07	 -0.02	 -0.03	 -0.03
B&W PREM - SHR PREM	5.98	6.00	6.07	6.07	0.27	0.28	0.38	0.38
B&W DSCT - SHR DSCT	20.35	19.81	19.39	19.39	1.73	1.34	1.99	1.99
 LORILLARD	 6.78	 6.76	 6.46	 6.46	 0.51	 0.62	 0.69	 0.69
LOR PREM - SHR PREM	9.23	9.25	8.99	8.99	0.34	0.49	0.25	0.25
LOR DSCT - SHR DSCT	1.10	1.08	0.99	0.99	0.30	0.33	0.64	0.64
 AMERICAN TOBACCO	 6.46	 6.39	 6.22	 6.22	 0.57	 0.56	 0.48	 0.48
AMR PREM - SHR PREM	4.35	4.40	4.53	4.53	0.41	-0.34	-0.40	-0.40
AMR DSCT - SHR DSCT	11.37	10.90	9.92	9.92	3.10	2.82	2.65	2.65
 LIGGETT	 1.72	 1.81	 1.87	 1.87	 -0.17	 -0.02	 -0.11	 -0.11
LIG PREM - SHR PREM	0.70	0.72	0.77	0.77	0.16	-0.14	-0.22	-0.22
LIG DSCT - SHR DSCT	4.11	4.27	4.27	4.27	0.04	0.44	0.46	0.46

\* EFFECTIVE OCT 1994 - INCLUDES ASSORTED PROMOTIONAL PRODUCT

2060071736

**INTEGRATED NIELSEN  
TOTAL U.S.  
DECEMBER 1994**

	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
PHILIP MORRIS	45.52	45.07	45.55	45.64	46.12	46.54	46.67	46.47	46.31	46.24	46.07	45.99	46.92	0.93
PM PREM* - SHR PREM	53.99	53.71	54.07	54.16	54.70	55.10	55.31	55.07	55.03	55.10	54.82	54.82	55.68	0.86
PM DSCT - SHR DSCT	27.95	27.34	28.09	28.08	28.25	28.32	28.15	27.67	27.22	26.49	26.51	26.10	26.56	0.46
PM BRD DSC - SHR BRD DSC	28.93	29.09	29.67	29.54	29.60	29.71	29.37	29.22	28.92	28.39	28.32	28.33	29.14	0.81
PM PL - SHR PL	24.73	21.47	23.02	23.47	23.86	23.67	24.00	22.39	21.37	19.87	19.36	18.21	17.51	-0.70
 MARLBORO	 27.35	 26.92	 27.29	 27.39	 27.90	 28.46	 28.85	 29.01	 29.05	 29.27	 29.08	 29.11	 29.97	 0.86
RED	10.00	9.75	9.90	9.94	10.11	10.02	9.97	10.31	10.42	10.54	10.33	10.18	10.35	0.17
MEDIUM	1.56	1.54	1.53	1.54	1.55	1.55	1.56	1.61	1.62	1.63	1.73	1.75	1.79	0.04
LIGHTS (NM)	12.31	12.18	12.38	12.46	12.75	12.72	12.59	12.91	13.08	13.30	13.20	13.32	13.77	0.45
MENTHOL	0.92	0.92	0.93	0.92	0.93	0.96	0.98	0.99	1.02	1.03	1.07	1.11	1.13	0.02
PM OTHER PREM	9.13	9.24	9.11	9.12	9.09	9.06	8.91	8.83	8.76	8.79	8.79	8.86	8.95	0.09
BENSON + HEDGES	2.57	2.59	2.56	2.60	2.64	2.61	2.51	2.42	2.39	2.42	2.42	2.43	2.45	0.02
MERIT	2.91	2.98	2.90	2.88	2.86	2.87	2.83	2.84	2.82	2.82	2.82	2.86	2.89	0.03
VIRGINIA SLIMS	2.91	2.93	2.91	2.91	2.87	2.88	2.84	2.84	2.83	2.84	2.86	2.86	2.90	0.04
PARLIAMENT	0.56	0.56	0.56	0.56	0.55	0.56	0.57	0.57	0.57	0.56	0.55	0.57	0.57	0.00
SARATOGA	0.12	0.12	0.12	0.11	0.11	0.10	0.11	0.10	0.10	0.10	0.10	0.09	0.10	0.00
CAMBRIDGE	1.91	1.92	1.86	1.84	1.85	1.82	1.80	1.84	1.86	1.69	1.68	1.73	1.75	0.02
ALPINE	0.44	0.43	0.42	0.43	0.42	0.41	0.41	0.41	0.40	0.38	0.39	0.38	0.36	-0.02
BRISTOL	0.24	0.24	0.23	0.22	0.20	0.21	0.19	0.18	0.17	0.16	0.19	0.15	0.14	-0.01
BASIC	4.41	4.54	4.71	4.62	4.70	4.69	4.62	4.50	4.47	4.47	4.52	4.45	4.47	0.02
PM PRIVATE LABEL	1.87	1.61	1.78	1.84	1.81	1.74	1.74	1.59	1.50	1.37	1.32	1.23	1.17	-0.06
 R. J. REYNOLDS	 30.06	 30.41	 29.76	 29.46	 28.99	 28.57	 28.40	 28.54	 28.82	 29.00	 28.82	 28.66	 27.67	 -0.99
RJR PREM* - SHR PREM	25.19	25.51	25.24	25.07	24.80	24.71	24.52	24.62	24.81	24.68	24.67	24.58	23.95	-0.63
RJR DSCT - SHR DSCT	40.17	40.48	39.07	38.53	37.71	36.74	36.67	37.06	37.53	38.56	38.10	37.85	36.32	-1.53
 BROWN & WILLIAMSON	 10.24	 10.28	 10.25	 10.04	 10.20	 10.32	 10.48	 10.44	 10.36	 10.09	 10.16	 10.16	 10.31	 0.15
B&W PREM - SHR PREM	6.25	6.23	6.20	6.15	6.12	6.01	6.07	6.14	6.04	5.94	6.02	6.01	5.98	-0.03
B&W DSCT - SHR DSCT	18.62	18.69	18.68	18.16	18.78	19.61	20.03	19.95	19.92	19.44	19.43	19.53	20.35	0.82
 LORILLARD	 6.27	 6.26	 6.28	 6.40	 6.32	 6.30	 6.28	 6.40	 6.42	 6.57	 6.66	 6.81	 6.78	 -0.03
LOR PREM - SHR PREM	8.89	8.91	8.92	9.05	8.89	8.77	8.75	8.86	8.86	9.05	9.18	9.36	9.23	-0.13
LOR DSCT - SHR DSCT	0.80	0.81	0.83	0.93	0.94	1.03	0.98	1.00	1.09	1.05	1.05	1.09	1.10	0.01
 AMERICAN TOBACCO	 5.89	 6.04	 6.17	 6.28	 6.29	 6.20	 6.15	 6.15	 6.12	 6.11	 6.24	 6.44	 6.46	 0.02
AMR PREM - SHR PREM	4.76	4.72	4.69	4.69	4.63	4.58	4.53	4.47	4.45	4.44	4.46	4.40	4.35	-0.05
AMR DSCT - SHR DSCT	8.27	8.78	9.26	9.62	9.78	9.68	9.66	9.88	9.83	9.86	10.21	11.03	11.37	0.34
 LIGGETT	 1.89	 1.82	 1.83	 2.02	 1.95	 1.94	 1.89	 1.86	 1.84	 1.88	 1.91	 1.80	 1.72	 -0.08
LIG PREM - SHR PREM	0.86	0.87	0.83	0.83	0.81	0.77	0.76	0.75	0.75	0.74	0.74	0.74	0.70	-0.04
LIG DSCT - SHR DSCT	4.07	3.78	3.93	4.50	4.34	4.43	4.33	4.30	4.25	4.44	4.53	4.19	4.11	-0.08

\* EFFECTIVE OCT 1994 - INCLUDES ASSORTED PROMOTIONAL PRODUCT

2060071737

**INTEGRATED NIELSEN  
TOP 25 BRANDS  
TOTAL U.S.  
DECEMBER 1994**

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
MARLBORO	29.97	29.43	28.57	28.57	2.62	2.49	3.68	3.68
MARLBORO B4G1F	0.01	0.03	0.24	0.24	0.01	0.03	0.24	0.24
WINSTON	5.81	5.95	6.00	6.00	-0.34	-0.69	-0.28	-0.28
WINSTON LESS SELECT	4.74	4.79	4.93	4.93	-0.51	-0.40	-0.36	-0.36
WINSTON SELECT	1.07	1.15	1.07	1.07	0.17	-0.30	0.07	0.07
WINSTON SELECT LTS	0.56	0.61	0.59	0.59	0.03	-0.30	0.13	0.13
GPC	5.07	4.99	4.83	4.83	0.65	0.63	0.49	0.49
DORAL	4.76	4.99	4.72	4.72	0.28	0.45	0.28	0.28
BASIC	4.47	4.48	4.56	4.56	0.06	0.02	0.13	0.13
NEWPORT	4.11	4.09	3.94	3.94	0.33	0.41	0.55	0.55
SALEM	3.92	3.91	3.92	3.92	-0.12	-0.10	-0.15	-0.15
CAMEL FILTERS	3.71	3.74	3.70	3.70	0.33	0.36	0.42	0.42
CAMEL SPECIAL LTS	0.45	0.48	0.52	0.52	-0.01	0.01	0.13	0.13
CAMEL NON-FILTER	0.64	0.65	0.65	0.65	-0.04	-0.03	-0.05	-0.05
KOOL	3.15	3.14	3.12	3.12	-0.02	-0.05	-0.03	-0.03
VIRGINIA SLIMS	2.90	2.87	2.87	2.87	-0.01	0.02	0.07	0.07
MERIT	2.89	2.86	2.86	2.86	-0.02	0.04	0.06	0.06
BENSON+HEDGES	2.45	2.43	2.50	2.50	-0.12	-0.11	0.00	0.00
CAMBRIDGE	1.75	1.72	1.80	1.80	-0.16	-0.17	-0.20	-0.20
MONARCH	1.45	1.61	1.89	1.89	-0.88	-0.78	-0.64	-0.64
MONTCLAIR	1.38	1.35	1.21	1.21	0.54	0.50	0.35	0.35
CARLTON	1.36	1.37	1.37	1.37	-0.04	-0.02	0.01	0.01
VANTAGE	1.35	1.36	1.39	1.39	-0.09	-0.09	-0.17	-0.17
MISTY	1.21	1.20	1.09	1.09	0.25	0.23	0.21	0.21
PALL MALL	1.04	1.04	1.07	1.07	-0.08	-0.07	-0.05	-0.05
KENT	1.00	1.01	1.03	1.03	-0.14	-0.13	-0.17	-0.17
VICEROY	0.78	0.77	0.86	0.86	-0.19	-0.19	-0.14	-0.14
CAPRI	0.72	0.71	0.70	0.70	0.06	0.07	0.10	0.10
BEST VALUE	0.68	0.76	1.00	1.00	-0.77	-0.74	-1.43	-1.43
NOW	0.61	0.61	0.63	0.63	-0.08	-0.07	-0.09	-0.09
MORE	0.60	0.60	0.60	0.60	-0.03	-0.03	-0.06	-0.06

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**INTEGRATED NIELSEN  
TOP 25 BRANDS  
TOTAL U.S.  
DECEMBER 1994**

	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH 1994	CHANGE
MARLBORO	27.35	26.92	27.29	27.39	27.90	28.46	28.85	29.01	29.05	29.27	29.08	29.11	29.97	0.86	
MARLBORO B4G1F	0.00	0.00	0.00	0.00	0.00	0.63	1.11	0.55	0.27	0.08	0.04	0.03	0.01	0.01	-0.02
WINSTON	6.15	6.17	6.14	5.97	5.80	5.86	5.94	6.11	6.13	6.11	6.06	6.00	5.81	-0.19	
WINSTON LESS SELECT	5.25	5.24	5.12	5.04	4.96	4.94	4.92	4.89	4.87	4.86	4.84	4.82	4.74	-0.08	
WINSTON SELECT	0.90	0.93	1.01	0.92	0.84	0.92	1.02	1.23	1.26	1.25	1.22	1.18	1.07	-0.11	
WINSTON SELECT LTS	0.53	0.55	0.60	0.54	0.47	0.51	0.56	0.66	0.69	0.69	0.67	0.62	0.56	-0.06	
GPC	4.42	4.47	4.49	4.42	4.64	4.88	5.01	5.02	5.09	4.93	4.93	4.95	5.07	0.12	
DORAL	4.48	4.53	4.53	4.68	4.53	4.36	4.45	4.54	4.82	5.12	5.11	5.17	4.76	-0.41	
BASIC	4.41	4.54	4.71	4.62	4.70	4.69	4.62	4.50	4.47	4.47	4.52	4.45	4.47	0.02	
NEWPORT	3.78	3.72	3.82	3.90	3.84	3.84	3.87	4.01	3.97	4.03	4.03	4.14	4.11	-0.03	
SALEM	4.04	4.02	3.98	3.96	3.92	3.91	3.88	3.88	3.88	3.89	3.87	3.93	3.92	-0.01	
CAMEL FILTERS	3.38	3.51	3.46	3.61	3.74	3.76	3.66	3.70	3.80	3.86	3.78	3.73	3.71	-0.02	
CAMEL SPECIAL LTS	0.46	0.59	0.55	0.55	0.62	0.60	0.53	0.49	0.48	0.47	0.52	0.48	0.45	-0.03	
CAMEL NON-FILTER	0.68	0.66	0.67	0.64	0.64	0.65	0.65	0.66	0.65	0.65	0.65	0.65	0.64	-0.01	
KOOL	3.17	3.11	3.11	3.09	3.11	3.07	3.13	3.19	3.12	3.11	3.13	3.14	3.15	0.01	
VIRGINIA SLIMS	2.91	2.93	2.91	2.91	2.87	2.88	2.84	2.84	2.83	2.84	2.86	2.86	2.90	0.04	
MERIT	2.91	2.98	2.90	2.88	2.86	2.87	2.83	2.84	2.82	2.82	2.82	2.86	2.89	0.03	
BENSON+HEDGES	2.57	2.59	2.56	2.60	2.64	2.61	2.51	2.42	2.39	2.42	2.42	2.43	2.45	0.02	
CAMBRIDGE	1.91	1.92	1.86	1.84	1.85	1.82	1.80	1.84	1.86	1.69	1.68	1.73	1.75	0.02	
MONARCH	2.33	2.42	2.11	2.03	2.06	1.91	1.94	1.89	1.86	1.75	1.77	1.64	1.45	-0.19	
MONTCLAIR	0.84	0.94	1.04	1.14	1.20	1.25	1.22	1.22	1.21	1.20	1.28	1.40	1.38	-0.02	
CARLTON	1.40	1.39	1.38	1.39	1.39	1.38	1.36	1.33	1.33	1.37	1.37	1.38	1.36	-0.02	
VANTAGE	1.44	1.48	1.44	1.45	1.40	1.42	1.38	1.36	1.37	1.33	1.36	1.37	1.35	-0.02	
MISTY	0.96	1.00	1.02	1.03	1.03	1.05	1.06	1.09	1.09	1.14	1.19	1.20	1.21	0.01	
PALL MALL	1.12	1.09	1.10	1.09	1.07	1.07	1.07	1.08	1.06	1.05	1.06	1.04	1.04	0.00	
KENT	1.14	1.13	1.08	1.07	1.05	1.01	1.00	1.01	1.02	1.01	1.01	1.00	1.00	0.00	
VICEROY	0.97	1.00	0.97	0.95	0.93	0.91	0.89	0.83	0.81	0.79	0.77	0.77	0.78	0.01	
CAPRI	0.66	0.69	0.69	0.69	0.69	0.69	0.69	0.70	0.71	0.68	0.72	0.70	0.72	0.02	
BEST VALUE	1.45	1.36	1.25	1.19	1.13	1.07	0.98	0.93	0.91	0.92	0.86	0.77	0.68	-0.09	
NOW	0.69	0.68	0.67	0.66	0.65	0.64	0.62	0.62	0.62	0.60	0.60	0.61	0.61	0.00	
MORE	0.63	0.64	0.63	0.61	0.60	0.60	0.60	0.58	0.58	0.59	0.61	0.59	0.60	0.01	

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**INTEGRATED NIELSEN  
DISCOUNT CATEGORY  
TOTAL U.S.  
DECEMBER 1994**

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
<b>PRIVATE LABEL</b>								
<u>PL Share of Industry</u>								
PM PL	1.17	1.23	1.55	1.55	-0.70	-0.68	-1.04	-1.04
RJR PL	3.70	3.69	3.85	3.85	-0.36	-0.43	-0.64	-0.64
AMERICAN PL	0.76	0.70	0.72	0.72	0.06	0.07	0.19	0.19
LIGGETT PL	1.04	1.12	1.07	1.07	0.11	0.21	0.06	0.06
TOTAL PL	6.68	6.74	7.19	7.19	-0.88	-0.83	-1.43	-1.43
<u>PL Share of Segment</u>								
PM PL	17.51	18.31	21.59	21.59	-7.22	-6.97	-8.46	-8.46
RJR PL	55.48	54.72	53.56	53.56	1.75	0.29	1.44	1.44
AMERICAN PL	11.40	10.38	9.95	9.95	2.19	2.11	3.85	3.85
LIGGETT PL	15.61	16.59	14.90	14.90	3.29	4.57	3.17	3.17
<b>BRANDED DISCOUNT</b>								
BASIC	4.47	4.48	4.56	4.56	0.06	0.02	0.13	0.13
BEST VALUE	0.68	0.76	1.00	1.00	-0.77	-0.74	-1.43	-1.43
MONARCH	1.45	1.61	1.89	1.89	-0.88	-0.78	-0.64	-0.64
GPC	5.07	4.99	4.83	4.83	0.65	0.63	0.49	0.49
RALEIGH EXTRA	0.24	0.25	0.36	0.36	-0.31	-0.34	-0.27	-0.27
DORAL	4.76	4.99	4.72	4.72	0.28	0.45	0.28	0.28
CAMBRIDGE	1.75	1.72	1.80	1.80	-0.16	-0.17	-0.20	-0.20
VICEROY	0.78	0.77	0.86	0.86	-0.19	-0.19	-0.14	-0.14
MISTY	1.21	1.20	1.09	1.09	0.25	0.23	0.21	0.21
MONTCLAIR	1.38	1.35	1.21	1.21	0.54	0.50	0.35	0.35
ALPINE	0.36	0.38	0.40	0.40	-0.08	-0.07	-0.07	-0.07
STERLING	0.09	0.10	0.16	0.16	-0.19	-0.22	-0.32	-0.32
BRISTOL	0.14	0.16	0.19	0.19	-0.10	-0.10	-0.18	-0.18
MAGNA	0.12	0.12	0.16	0.16	-0.11	-0.13	-0.19	-0.19
PYRAMID	0.09	0.08	0.11	0.11	-0.08	-0.07	-0.06	-0.06
RIVIERA	0.02	0.02	0.03	0.03	-0.03	-0.04	-0.06	-0.06
BUCKS	0.03	0.03	0.04	0.04	-0.03	-0.03	-0.04	-0.04
RICHLAND 20'S	0.04	0.04	0.05	0.05	-0.03	-0.03	-0.04	-0.04
AMERICAN FF/LTS	0.01	0.01	0.02	0.02	-0.02	-0.03	-0.04	-0.04
OLD GOLD	0.32	0.33	0.32	0.32	0.05	0.07	0.14	0.14
COVINGTON	0.00	0.00	0.02	0.02	-0.02	-0.02	0.02	0.02
A/O BRANDED DISCOUNT *	0.41	0.40	0.48	0.48	-0.19	-0.21	-0.19	-0.19
<b>TOTAL BRANDED DISCOUNT *</b>	<b>23.41</b>	<b>23.80</b>	<b>24.29</b>	<b>24.29</b>	<b>-1.38</b>	<b>-1.24</b>	<b>-2.26</b>	<b>-2.26</b>
<b>BASIC SHARE OF DISCOUNT</b>	<b>14.86</b>	<b>14.66</b>	<b>14.49</b>	<b>14.49</b>	<b>1.22</b>	<b>0.97</b>	<b>1.89</b>	<b>1.89</b>
<b>TOTAL DISCOUNT CATEGORY</b>	<b>30.09</b>	<b>30.54</b>	<b>31.48</b>	<b>31.48</b>	<b>-2.26</b>	<b>-2.07</b>	<b>-3.68</b>	<b>-3.68</b>

\* INCLUDES ASSORTED PROMOTIONAL PRODUCTS

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INTEGRATED NIELSEN DISCOUNT CATEGORY TOTAL U.S. DECEMBER 1994														
	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
<b>PRIVATE LABEL</b>														
<u>PL Share of Industry</u>														
PM PL	1.87	1.61	1.78	1.84	1.81	1.74	1.74	1.59	1.50	1.37	1.32	1.23	1.17	-0.06
RJR PL	4.06	4.24	4.22	4.06	3.94	3.85	3.76	3.76	3.71	3.71	3.66	3.70	3.70	0.00
AMERICAN PL	0.70	0.76	0.82	0.82	0.79	0.67	0.67	0.68	0.68	0.63	0.61	0.71	0.76	0.05
LIGGETT PL	0.93	0.89	0.92	1.11	1.04	1.07	1.07	1.06	1.11	1.17	1.22	1.11	1.04	-0.07
TOTAL PL	7.56	7.49	7.73	7.83	7.58	7.33	7.23	7.09	7.00	6.89	6.81	6.75	6.68	-0.07
<u>PL Share of Segment</u>														
PM PL	24.73	21.47	23.02	23.47	23.86	23.67	24.00	22.39	21.37	19.87	19.36	18.21	17.51	-0.70
RJR PL	53.73	56.57	54.55	51.93	51.92	52.55	51.95	53.04	53.06	53.92	53.75	54.78	55.48	0.70
AMERICAN PL	9.21	10.10	10.56	10.45	10.47	9.15	9.24	9.63	9.72	9.16	8.98	10.55	11.40	0.85
LIGGETT PL	12.32	11.86	11.87	14.15	13.75	14.63	14.80	14.94	15.85	17.05	17.91	16.46	15.61	-0.85
<u>BRANDED DISCOUNT</u>														
BASIC	4.41	4.54	4.71	4.62	4.70	4.69	4.62	4.50	4.47	4.47	4.52	4.45	4.47	0.02
BEST VALUE	1.45	1.36	1.25	1.19	1.13	1.07	0.98	0.93	0.91	0.92	0.86	0.77	0.68	-0.09
MONARCH	2.33	2.42	2.11	2.03	2.06	1.91	1.94	1.89	1.86	1.75	1.77	1.64	1.45	-0.19
GPC	4.42	4.47	4.49	4.42	4.64	4.88	5.01	5.02	5.09	4.93	4.93	4.95	5.07	0.12
RALEIGH EXTRA	0.55	0.54	0.55	0.46	0.43	0.40	0.39	0.33	0.27	0.23	0.26	0.24	0.24	0.00
DORAL	4.48	4.53	4.53	4.68	4.53	4.36	4.45	4.54	4.82	5.12	5.11	5.17	4.76	-0.41
CAMBRIDGE	1.91	1.92	1.86	1.84	1.85	1.82	1.80	1.84	1.86	1.69	1.68	1.73	1.75	0.02
VICEROY	0.97	1.00	0.97	0.95	0.93	0.91	0.89	0.83	0.81	0.79	0.77	0.77	0.78	0.01
MISTY	0.96	1.00	1.02	1.03	1.03	1.05	1.06	1.09	1.09	1.14	1.14	1.19	1.20	0.01
MONTCLAIR	0.84	0.94	1.04	1.14	1.20	1.25	1.22	1.22	1.21	1.20	1.28	1.40	1.38	-0.02
ALPINE	0.44	0.43	0.42	0.43	0.42	0.41	0.41	0.41	0.40	0.38	0.39	0.38	0.36	-0.02
STERLING	0.28	0.26	0.24	0.21	0.19	0.18	0.16	0.14	0.13	0.12	0.11	0.10	0.09	-0.01
BRISTOL	0.24	0.24	0.23	0.22	0.20	0.21	0.19	0.18	0.17	0.16	0.19	0.15	0.14	-0.01
MAGNA	0.23	0.23	0.21	0.19	0.17	0.16	0.17	0.15	0.14	0.13	0.13	0.13	0.12	-0.01
PYRAMID	0.17	0.17	0.17	0.16	0.15	0.13	0.10	0.09	0.08	0.08	0.07	0.08	0.09	0.01
RIVIERA	0.05	0.05	0.05	0.04	0.04	0.03	0.03	0.03	0.02	0.02	0.02	0.02	0.02	0.00
BUCKS	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.00
RICHLAND 20'S	0.07	0.07	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.04	0.04	0.04	0.00
AMERICAN FF/LTS	0.03	0.03	0.03	0.03	0.03	0.02	0.02	0.02	0.02	0.01	0.01	0.01	0.01	0.00
OLD GOLD	0.27	0.27	0.28	0.31	0.31	0.33	0.32	0.32	0.34	0.33	0.32	0.33	0.32	-0.01
COVINGTON	0.02	0.02	0.04	0.04	0.03	0.03	0.02	0.02	0.00	0.00	0.00	0.00	0.00	0.00
A/O BRANDED DISCOUNT *	0.60	0.54	0.52	0.56	0.54	0.54	0.54	0.47	0.42	0.39	0.40	0.39	0.41	0.02
<b>TOTAL BRANDED DISCOUNT *</b>	<b>24.79</b>	<b>25.10</b>	<b>24.82</b>	<b>24.67</b>	<b>24.67</b>	<b>24.46</b>	<b>24.39</b>	<b>24.08</b>	<b>24.19</b>	<b>23.93</b>	<b>24.10</b>	<b>23.98</b>	<b>23.41</b>	<b>-0.57</b>
<b>BASIC SHARE OF DISCOUNT</b>	<b>13.64</b>	<b>13.94</b>	<b>14.46</b>	<b>14.23</b>	<b>14.58</b>	<b>14.75</b>	<b>14.60</b>	<b>14.44</b>	<b>14.33</b>	<b>14.51</b>	<b>14.61</b>	<b>14.47</b>	<b>14.86</b>	<b>0.39</b>
<b>TOTAL DISCOUNT CATEGORY</b>	<b>32.35</b>	<b>32.59</b>	<b>32.56</b>	<b>32.49</b>	<b>32.25</b>	<b>31.79</b>	<b>31.63</b>	<b>31.17</b>	<b>31.19</b>	<b>30.82</b>	<b>30.91</b>	<b>30.73</b>	<b>30.09</b>	<b>-0.64</b>

\* INCLUDES ASSORTED PROMOTIONAL PRODUCT

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**INTEGRATED NIELSEN  
COMPANY PERFORMANCE  
REGION # 1  
DECEMBER 1994**

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
PHILIP MORRIS	49.73	49.53	49.53	49.53	0.89	1.01	1.62	1.62
PM PREM*	44.87	44.62	44.28	44.28	1.78	1.97	3.52	3.52
PM DSCT	4.86	4.91	5.21	5.21	-0.88	-0.91	-1.80	-1.80
PM BRD DSCT	3.86	3.88	3.83	3.83	0.24	0.24	0.09	0.09
PM PL	1.00	1.02	1.38	1.38	-1.12	-1.16	-1.89	-1.89
PM AST PROMO < MRL B4G1F	0.06	0.07	0.05	0.05	0.05	0.02	-0.09	-0.09
R. J. REYNOLDS	21.26	21.53	21.95	21.95	-1.56	-1.96	-2.56	-2.56
RJR PREM*	15.08	15.25	15.21	15.21	-0.23	-0.69	-0.79	-0.79
RJR DSCT	6.19	6.29	6.70	6.70	-1.26	-1.20	-1.60	-1.60
RJR BRD DSCT	4.54	4.75	5.18	5.18	-1.52	-1.34	-1.41	-1.41
RJR PL	1.65	1.53	1.52	1.52	0.26	0.13	-0.19	-0.19
RJR ASSORTED PROMO	0.09	0.09	0.07	0.07	0.03	0.03	-0.14	-0.14
BROWN & WILLIAMSON	6.75	6.77	6.61	6.61	0.32	0.37	0.01	0.01
B&W PREM	3.52	3.49	3.49	3.49	0.06	-0.02	-0.06	-0.06
B&W DSCT	3.23	3.29	3.12	3.12	0.26	0.40	0.07	0.07
LORILLARD	13.14	13.15	12.96	12.96	0.35	0.64	1.17	1.17
LOR PREM	12.51	12.52	12.38	12.38	0.14	0.42	0.77	0.77
LOR DSCT	0.62	0.62	0.57	0.57	0.20	0.21	0.39	0.39
AMERICAN TOBACCO	7.47	7.34	7.19	7.19	0.43	0.26	0.07	0.07
AMR PREM	3.97	3.98	4.12	4.12	-0.32	-0.31	-0.13	-0.13
AMR DSCT	3.50	3.36	3.07	3.07	0.76	0.58	0.20	0.20
AMR BRD DSCT	2.75	2.74	2.51	2.51	0.61	0.58	0.36	0.36
AMR PL	0.75	0.63	0.56	0.56	0.14	0.00	-0.16	-0.16
LIGGETT	1.49	1.51	1.63	1.63	-0.43	-0.33	-0.30	-0.30
LIG PREM	0.78	0.80	0.84	0.84	-0.14	-0.11	-0.18	-0.18
LIG DSCT	0.72	0.71	0.79	0.79	-0.29	-0.21	-0.12	-0.12
LIG BRD DSCT	0.42	0.39	0.45	0.45	-0.14	-0.12	0.09	0.09
LIG PL	0.30	0.32	0.34	0.34	-0.15	-0.09	-0.21	-0.21
A/O CO. - INTL	0.15	0.16	0.13	0.13	-0.02	-0.02	-0.01	-0.01

\* EFFECTIVE OCT 1994 - INCLUDES ASSORTED PROMOTIONAL PRODUCT

2060071742

**INTEGRATED NIELSEN  
COMPANY PERFORMANCE  
REGION # 1  
DECEMBER 1994**

	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
PHILIP MORRIS	48.84	48.46	48.83	48.81	49.97	50.09	50.28	49.79	49.48	49.77	49.42	49.38	49.73	0.35
PM PREM*	43.09	42.62	43.10	43.24	44.36	44.50	45.10	44.86	44.43	44.85	44.51	44.39	44.87	0.48
PM DSCT	5.74	5.84	5.71	5.53	5.54	5.57	5.17	4.89	4.95	4.85	4.90	4.99	4.86	-0.13
PM BRD DSCT	3.62	3.87	3.85	3.79	3.87	4.04	3.78	3.66	3.78	3.71	3.81	3.98	3.86	-0.12
PM PL	2.12	1.96	1.86	1.74	1.67	1.52	1.40	1.23	1.17	1.14	1.07	1.01	1.00	-0.01
PM AST PROMO < MRL B4G1F	0.01	0.01	0.03	0.04	0.06	0.02	0.01	0.03	0.10	0.07	0.09	0.06	0.06	0.00
R. J. REYNOLDS	22.82	23.45	22.89	22.70	21.80	21.56	21.44	21.63	22.04	21.58	21.87	21.54	21.26	-0.28
RJR PREM*	15.31	15.55	15.23	15.19	14.96	14.88	15.01	15.22	15.39	15.30	15.27	15.44	15.08	-0.36
RJR DSCT	7.45	7.83	7.59	7.44	6.76	6.61	6.37	6.36	6.60	6.25	6.60	6.10	6.19	0.09
RJR BRD DSCT	6.06	6.18	5.83	5.65	5.05	5.11	4.98	5.05	5.28	5.01	5.13	4.64	4.54	-0.10
RJR PL	1.39	1.65	1.76	1.79	1.70	1.50	1.39	1.30	1.33	1.24	1.47	1.45	1.65	0.20
RJR ASSORTED PROMO	0.06	0.07	0.07	0.06	0.08	0.07	0.06	0.05	0.04	0.04	0.06	0.12	0.09	-0.03
BROWN & WILLIAMSON	6.43	6.60	6.44	6.33	6.29	6.41	6.49	6.75	6.86	6.81	6.87	6.70	6.75	0.05
B&W PREM	3.46	3.49	3.44	3.46	3.51	3.50	3.47	3.53	3.53	3.52	3.52	3.41	3.52	0.11
B&W DSCT	2.97	3.11	3.01	2.87	2.78	2.91	3.01	3.23	3.32	3.29	3.35	3.29	3.23	-0.06
LORILLARD	12.79	12.54	12.76	13.02	12.88	12.96	12.94	13.03	12.85	12.99	12.94	13.38	13.14	-0.24
LOR PREM	12.37	12.11	12.28	12.45	12.31	12.39	12.36	12.45	12.24	12.40	12.34	12.73	12.51	-0.22
LOR DSCT	0.42	0.44	0.48	0.57	0.57	0.57	0.59	0.58	0.61	0.59	0.60	0.65	0.62	-0.03
AMERICAN TOBACCO	7.04	6.92	7.07	7.19	7.21	7.28	7.11	7.08	7.14	7.27	7.19	7.34	7.47	0.13
AMR PREM	4.29	4.15	4.19	4.24	4.18	4.24	4.17	4.11	4.13	4.13	4.04	3.94	3.97	0.03
AMR DSCT	2.74	2.77	2.89	2.94	3.03	3.04	2.94	2.97	3.01	3.14	3.15	3.39	3.50	0.11
AMR BRD DSCT	2.14	2.17	2.31	2.38	2.45	2.45	2.39	2.48	2.55	2.64	2.67	2.77	2.75	-0.02
AMR PL	0.61	0.60	0.58	0.57	0.58	0.59	0.55	0.49	0.46	0.50	0.48	0.62	0.75	0.13
LIGGETT	1.92	1.86	1.83	1.80	1.72	1.59	1.63	1.62	1.56	1.50	1.54	1.49	1.49	0.00
LIG PREM	0.92	0.93	0.91	0.87	0.84	0.83	0.84	0.84	0.81	0.82	0.80	0.82	0.78	-0.04
LIG DSCT	1.01	0.93	0.92	0.93	0.88	0.76	0.79	0.78	0.75	0.69	0.74	0.67	0.72	0.05
LIG BRD DSCT	0.56	0.51	0.56	0.54	0.47	0.47	0.50	0.46	0.42	0.35	0.38	0.36	0.42	0.06
LIG PL	0.45	0.42	0.36	0.39	0.40	0.29	0.30	0.32	0.34	0.33	0.36	0.31	0.30	-0.01
A/O CO. - INTL	0.17	0.17	0.17	0.15	0.13	0.10	0.09	0.10	0.07	0.07	0.17	0.18	0.15	-0.03

\* EFFECTIVE OCT 1994 - INCLUDES ASSORTED PROMOTIONAL PRODUCT

206071743

INTEGRATED NIELSEN  
REGION # 1  
DECEMBER 1994

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
PHILIP MORRIS	49.73	49.53	49.53	49.53	0.89	1.01	1.62	1.62
PM PREM* - SHR PREM	55.52	55.24	55.09	55.09	1.30	1.56	2.32	2.32
PM DSCT - SHR DSCT	25.34	25.54	26.75	26.75	-2.87	-3.11	-4.67	-4.67
PM BRD DSC - SHR BRD DSC	24.95	24.68	24.41	24.41	2.02	1.51	1.12	1.12
PM PL - SHR PL	26.99	29.19	36.35	36.35	-19.45	-18.12	-16.00	-16.00
 MARLBORO	 33.40	 33.17	 32.67	 32.67	 2.11	 2.18	 3.38	 3.38
RED	13.79	13.82	13.59	13.59	0.58	0.79	1.15	1.15
MEDIUM	1.87	1.82	1.75	1.75	0.12	0.09	0.04	0.04
LIGHTS (NM)	14.33	14.29	14.01	14.01	0.87	0.90	1.55	1.55
MENTHOL	1.37	1.31	1.16	1.16	0.36	0.32	0.35	0.35
PM OTHER PREM	11.47	11.44	11.62	11.62	-0.34	-0.25	0.03	0.03
BENSON + HEDGES	1.95	1.92	1.99	1.99	-0.17	-0.19	-0.18	-0.18
MERIT	4.45	4.45	4.51	4.51	-0.08	0.01	0.07	0.07
VIRGINIA SLIMS	2.52	2.53	2.57	2.57	-0.14	-0.12	-0.06	-0.06
PARLIAMENT	2.41	2.41	2.41	2.41	0.08	0.08	0.22	0.22
SARATOGA	0.05	0.05	0.05	0.05	-0.01	-0.01	-0.01	-0.01
CAMBRIDGE	0.96	0.90	0.92	0.92	-0.01	-0.03	-0.15	-0.15
ALPINE	0.36	0.37	0.36	0.36	0.00	-0.01	-0.04	-0.04
BRISTOL	0.03	0.03	0.06	0.06	-0.09	-0.10	-0.14	-0.14
BASIC	2.42	2.49	2.38	2.38	0.41	0.44	0.55	0.55
PM PRIVATE LABEL	1.00	1.02	1.38	1.38	-1.12	-1.16	-1.89	-1.89
 R. J. REYNOLDS	 21.26	 21.53	 21.95	 21.95	 -1.56	 -1.96	 -2.56	 -2.56
RJR PREM* - SHR PREM	18.66	18.88	18.92	18.92	-0.60	-1.18	-1.80	-1.80
RJR DSCT - SHR DSCT	32.25	32.68	34.36	34.36	-4.37	-4.16	-2.83	-2.83
 BROWN & WILLIAMSON	 6.75	 6.77	 6.61	 6.61	 0.32	 0.37	 0.01	 0.01
B&W PREM - SHR PREM	4.36	4.32	4.34	4.34	0.01	-0.10	-0.26	-0.26
B&W DSCT - SHR DSCT	16.84	17.07	16.00	16.00	2.22	2.85	2.36	2.36
 LORILLARD	 13.14	 13.15	 12.96	 12.96	 0.35	 0.64	 1.17	 1.17
LOR PREM - SHR PREM	15.48	15.51	15.41	15.41	-0.09	0.28	0.37	0.37
LOR DSCT - SHR DSCT	3.25	3.24	2.94	2.94	1.21	1.24	2.15	2.15
 AMERICAN TOBACCO	 7.47	 7.34	 7.19	 7.19	 0.43	 0.26	 0.07	 0.07
AMR PREM - SHR PREM	4.91	4.93	5.13	5.13	-0.49	-0.48	-0.38	-0.38
AMR DSCT - SHR DSCT	18.26	17.47	15.75	15.75	4.76	3.77	2.91	2.91
 LIGGETT	 1.49	 1.51	 1.63	 1.63	 -0.43	 -0.33	 -0.30	 -0.30
LIG PREM - SHR PREM	0.96	0.99	1.04	1.04	-0.19	-0.16	-0.28	-0.28
LIG DSCT - SHR DSCT	3.73	3.69	4.07	4.07	-1.22	-0.84	0.01	0.01

\* EFFECTIVE OCT 1994 - INCLUDES ASSORTED PROMOTIONAL PRODUCT

206007174

**INTEGRATED NIELSEN  
REGION # 1  
DECEMBER 1994**

	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE	
PHILIP MORRIS	48.84	48.46	48.83	48.81	49.97	50.09	50.28	49.79	49.48	49.77	49.42	49.38	49.73	0.35	
PM PREM* - SHR PREM	54.22	54.03	54.44	54.40	55.32	55.35	55.68	55.34	55.14	55.33	55.23	54.91	55.52	0.61	
PM DSCT - SHR DSCT	28.21	27.89	27.70	27.25	28.33	28.59	27.38	26.01	25.69	25.78	25.28	26.06	25.34	-0.72	
PM BRD DSC - SHR BRD DSC	22.93	23.77	24.00	23.98	25.46	25.98	24.77	23.68	23.69	23.79	23.78	25.26	24.95	-0.31	
PM PL - SHR PL	46.44	42.37	40.74	38.73	38.32	39.00	38.37	36.79	35.42	35.41	31.64	29.77	26.99	-2.78	
MARLBORO	31.29	30.88	31.39	31.52	32.62	32.84	33.37	33.27	32.92	33.27	33.08	32.98	33.40	0.42	
RED	13.21	13.02	13.26	13.30	13.71	13.46	13.37	13.80	13.76	13.88	14.03	13.63	13.79	0.16	
MEDIUM	1.75	1.69	1.70	1.71	1.73	1.69	1.72	1.76	1.75	1.78	1.75	1.82	1.87	0.05	
LIGHTS (NM)	13.46	13.31	13.53	13.72	14.31	13.84	13.90	14.05	14.00	14.42	14.16	14.38	14.33	-0.05	
MENTHOL	1.01	1.00	1.03	1.01	1.04	1.08	1.13	1.16	1.17	1.31	1.24	1.32	1.37	0.05	
PM OTHER PREM	11.81	11.74	11.73	11.74	11.76	11.66	11.73	11.60	11.59	11.64	11.43	11.40	11.47	0.07	
BENSON + HEDGES	2.12	2.08	2.06	2.07	2.02	1.98	2.00	1.96	1.99	1.98	1.88	1.91	1.95	0.04	
MERIT	4.53	4.53	4.50	4.51	4.61	4.59	4.56	4.52	4.45	4.54	4.52	4.37	4.45	0.08	
VIRGINIA SLIMS	2.66	2.67	2.63	2.61	2.60	2.54	2.57	2.52	2.56	2.52	2.55	2.52	2.52	0.00	
PARLIAMENT	2.33	2.30	2.37	2.40	2.38	2.40	2.46	2.46	2.45	2.46	2.36	2.46	2.41	-0.05	
SARATOGA	0.06	0.06	0.05	0.05	0.05	0.05	0.05	0.06	0.05	0.05	0.04	0.04	0.05	0.01	
CAMBRIDGE	0.97	1.07	0.99	0.95	0.97	0.97	0.87	0.85	0.92	0.85	0.81	0.90	0.96	0.06	
ALPINE	0.36	0.37	0.36	0.38	0.36	0.35	0.36	0.37	0.36	0.34	0.39	0.39	0.36	-0.03	
BRISTOL	0.12	0.11	0.09	0.08	0.07	0.06	0.04	0.04	0.04	0.04	0.04	0.03	0.03	0.00	
BASIC	2.01	2.15	2.24	2.25	2.39	2.55	2.39	2.32	2.38	2.39	2.50	2.57	2.42	-0.15	
PM PRIVATE LABEL	2.12	1.96	1.86	1.74	1.67	1.52	1.40	1.23	1.17	1.14	1.07	1.01	1.00	-0.01	
R. J. REYNOLDS	22.82	23.45	22.89	22.70	21.80	21.56	21.44	21.63	22.04	21.58	21.87	21.54	21.26	-0.28	
RJR PREM* - SHR PREM	19.26	19.72	19.23	19.12	18.65	18.51	18.54	18.78	19.11	18.87	18.94	19.10	18.66	-0.44	
RJR DSCT - SHR DSCT	36.62	37.43	36.87	36.65	34.51	33.95	33.72	33.81	34.29	33.21	34.04	31.82	32.25	0.43	
BROWN & WILLIAMSON	6.43	6.60	6.44	6.33	6.29	6.41	6.49	6.75	6.86	6.81	6.87	6.70	6.75	0.05	
B&W PREM - SHR PREM	4.35	4.42	4.34	4.35	4.37	4.35	4.29	4.35	4.38	4.34	4.37	4.22	4.36	0.14	
B&W DSCT - SHR DSCT	14.62	14.86	14.60	14.15	14.21	14.96	15.95	17.15	17.26	17.49	17.28	17.16	16.84	-0.32	
LORILLARD	12.79	12.54	12.76	13.02	12.88	12.96	12.94	13.03	12.85	12.99	12.94	13.38	13.14	-0.24	
LOR PREM - SHR PREM	15.57	15.35	15.51	15.66	15.35	15.41	15.26	15.36	15.19	15.30	15.31	15.75	15.48	-0.27	
LOR DSCT - SHR DSCT	2.04	2.08	2.31	2.80	2.93	2.93	3.11	3.06	3.16	3.13	3.09	3.38	3.25	-0.13	
AMERICAN TOBACCO	7.04	6.92	7.07	7.19	7.21	7.28	7.11	7.08	7.14	7.27	7.19	7.34	7.47	0.13	
AMR PREM - SHR PREM	5.40	5.26	5.29	5.34	5.21	5.28	5.15	5.07	5.12	5.09	5.01	4.88	4.91	0.03	
AMR DSCT - SHR DSCT	13.50	13.23	14.02	14.50	15.50	15.60	15.57	15.77	15.64	16.69	16.25	17.71	18.26	0.55	
LIGGETT	1.92	1.86	1.83	1.80	1.72	1.59	1.63	1.62	1.56	1.50	1.54	1.49	1.49	0.00	
LIG PREM - SHR PREM	1.15	1.18	1.15	1.09	1.05	1.03	1.04	1.03	1.01	1.01	1.01	0.99	1.02	0.96	-0.06
LIG DSCT - SHR DSCT	4.95	4.44	4.45	4.59	4.47	3.92	4.20	4.14	3.91	3.66	3.84	3.50	3.73	0.23	

\* EFFECTIVE OCT 1994 - INCLUDES ASSORTED PROMOTIONAL PRODUCT

206071745

**INTEGRATED NIELSEN  
TOP 25 BRANDS  
REGION # 1  
DECEMBER 1994**

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
MARLBORO	33.40	33.17	32.67	32.67	2.11	2.18	3.38	3.38
MARLBORO B4G1F	0.00	0.01	0.32	0.32	0.00	0.01	0.32	0.32
NEWPORT	9.54	9.53	9.27	9.27	0.53	0.79	1.23	1.23
WINSTON	5.53	5.67	5.64	5.64	-0.18	-0.54	-0.36	-0.36
WINSTON LESS SELECT	4.46	4.52	4.58	4.58	-0.36	-0.28	-0.45	-0.45
WINSTON SELECT	1.07	1.14	1.05	1.05	0.18	-0.28	0.08	0.08
WINSTON SELECT LTS	0.51	0.55	0.54	0.54	0.01	-0.35	0.11	0.11
MERIT	4.45	4.45	4.51	4.51	-0.08	0.01	0.07	0.07
SALEM	4.09	4.08	4.09	4.09	-0.08	-0.12	-0.19	-0.19
CAMEL FILTERS	2.78	2.80	2.74	2.74	0.25	0.25	0.24	0.24
CAMEL SPECIAL LTS	0.33	0.35	0.38	0.38	0.01	0.02	0.09	0.09
CAMEL NON-FILTER	0.76	0.75	0.76	0.76	-0.02	-0.04	-0.06	-0.06
GPC	2.61	2.66	2.41	2.41	0.52	0.65	0.36	0.36
KOOL	2.56	2.54	2.53	2.53	0.05	-0.01	0.01	0.01
VIRGINIA SLIMS	2.52	2.53	2.57	2.57	-0.14	-0.12	-0.06	-0.06
BASIC	2.42	2.49	2.38	2.38	0.41	0.44	0.55	0.55
PARLIAMENT	2.41	2.41	2.41	2.41	0.08	0.08	0.22	0.22
MONARCH	2.14	2.29	2.54	2.54	-1.00	-0.82	-0.66	-0.66
DORAL	2.06	2.10	2.13	2.13	-0.07	-0.04	0.05	0.05
BENSON+HEDGES	1.95	1.92	1.99	1.99	-0.17	-0.19	-0.18	-0.18
CARLTON	1.62	1.64	1.70	1.70	-0.14	-0.14	-0.05	-0.05
MONTCLAIR	1.57	1.52	1.33	1.33	0.58	0.57	0.38	0.38
KENT	1.44	1.46	1.53	1.53	-0.27	-0.25	-0.29	-0.29
PALL MALL	1.29	1.28	1.32	1.32	-0.14	-0.12	-0.05	-0.05
TRUE	1.15	1.15	1.19	1.19	-0.14	-0.15	-0.15	-0.15
MISTY	1.09	1.12	1.05	1.05	0.15	0.15	0.17	0.17
CAMBRIDGE	0.96	0.90	0.92	0.92	-0.01	-0.03	-0.15	-0.15
VANTAGE	0.72	0.73	0.76	0.76	-0.10	-0.13	-0.21	-0.21
NOW	0.65	0.65	0.70	0.70	-0.12	-0.14	-0.16	-0.16
OLD GOLD	0.62	0.62	0.58	0.58	0.18	0.19	0.28	0.28
TAREYTON	0.60	0.60	0.62	0.62	-0.02	-0.03	-0.02	-0.02

2060071746

**INTEGRATED NIELSEN  
TOP 25 BRANDS  
REGION # 1  
DECEMBER 1994**

	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
MARLBORO	31.29	30.88	31.39	31.52	32.62	32.84	33.37	33.27	32.92	33.27	33.08	32.98	33.40	0.42
MARLBORO B4G1F	0.00	0.00	0.00	0.00	0.03	0.99	1.45	0.68	0.38	0.07	0.03	0.01	0.00	-0.01
NEWPORT	9.01	8.79	9.03	9.24	9.13	9.31	9.23	9.35	9.12	9.39	9.32	9.72	9.54	-0.18
WINSTON	5.71	5.80	5.70	5.57	5.36	5.35	5.47	5.80	5.80	5.76	5.76	5.76	5.53	-0.23
WINSTON LESS SELECT	4.82	4.93	4.76	4.64	4.56	4.54	4.58	4.50	4.46	4.51	4.53	4.61	4.46	-0.15
WINSTON SELECT	0.89	0.87	0.94	0.94	0.79	0.80	0.89	1.31	1.34	1.26	1.23	1.15	1.07	-0.08
WINSTON SELECT LTS	0.50	0.50	0.54	0.52	0.41	0.40	0.45	0.64	0.68	0.64	0.61	0.55	0.51	-0.04
MERIT	4.53	4.53	4.50	4.51	4.61	4.59	4.56	4.52	4.45	4.54	4.52	4.37	4.45	0.08
SALEM	4.17	4.23	4.14	4.12	4.11	4.08	4.03	4.05	4.08	4.01	4.04	4.11	4.09	-0.02
CAMEL FILTERS	2.53	2.56	2.51	2.68	2.74	2.72	2.75	2.72	2.80	2.91	2.80	2.84	2.78	-0.06
CAMEL SPECIAL LTS	0.32	0.40	0.36	0.40	0.44	0.42	0.40	0.37	0.39	0.35	0.39	0.35	0.33	-0.02
CAMEL NON-FILTER	0.78	0.77	0.78	0.75	0.73	0.73	0.78	0.79	0.77	0.76	0.76	0.74	0.76	0.02
GPC	2.09	2.21	2.11	2.03	2.00	2.19	2.33	2.57	2.71	2.68	2.72	2.66	2.61	-0.05
KOOL	2.51	2.51	2.46	2.50	2.52	2.51	2.50	2.55	2.55	2.60	2.58	2.47	2.56	0.09
VIRGINIA SLIMS	2.66	2.67	2.63	2.61	2.60	2.54	2.57	2.52	2.56	2.52	2.55	2.52	2.52	0.00
BASIC	2.01	2.15	2.24	2.25	2.39	2.55	2.39	2.32	2.38	2.39	2.50	2.57	2.42	-0.15
PARLIAMENT	2.33	2.30	2.37	2.40	2.38	2.40	2.46	2.46	2.45	2.46	2.36	2.46	2.41	-0.05
MONARCH	3.14	3.16	2.91	2.76	2.34	2.42	2.38	2.60	2.68	2.49	2.59	2.19	2.14	-0.05
DORAL	2.13	2.25	2.23	2.22	2.08	2.11	2.08	1.99	2.15	2.09	2.16	2.10	2.06	-0.04
BENSON+HEDGES	2.12	2.08	2.06	2.07	2.02	1.98	2.00	1.96	1.99	1.98	1.88	1.91	1.95	0.04
CARLTON	1.76	1.71	1.69	1.71	1.74	1.77	1.73	1.69	1.68	1.74	1.66	1.64	1.62	-0.02
MONTCLAIR	0.99	1.01	1.15	1.24	1.30	1.30	1.25	1.30	1.37	1.40	1.46	1.53	1.57	0.04
KENT	1.71	1.69	1.63	1.59	1.55	1.49	1.52	1.55	1.55	1.50	1.47	1.47	1.44	-0.03
PALL MALL	1.43	1.34	1.37	1.37	1.34	1.34	1.32	1.29	1.33	1.30	1.28	1.25	1.29	0.04
TRUE	1.29	1.28	1.24	1.23	1.19	1.19	1.21	1.19	1.20	1.15	1.16	1.13	1.15	0.02
MISTY	0.94	0.97	0.98	0.98	1.01	1.01	1.00	1.06	1.08	1.14	1.12	1.15	1.09	-0.06
CAMBRIDGE	0.97	1.07	0.99	0.95	0.97	0.97	0.87	0.85	0.92	0.85	0.81	0.90	0.96	0.06
VANTAGE	0.82	0.90	0.81	0.78	0.76	0.78	0.75	0.70	0.75	0.71	0.73	0.74	0.72	-0.02
NOW	0.77	0.76	0.74	0.77	0.74	0.71	0.72	0.69	0.71	0.68	0.64	0.66	0.65	-0.01
OLD GOLD	0.44	0.46	0.49	0.58	0.58	0.57	0.59	0.58	0.61	0.59	0.60	0.65	0.62	-0.03
TAREYTON	0.62	0.61	0.63	0.65	0.61	0.65	0.64	0.63	0.63	0.60	0.61	0.59	0.60	0.01

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**INTEGRATED NIELSEN  
DISCOUNT CATEGORY  
REGION # 1  
DECEMBER 1994**

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
<b>PRIVATE LABEL</b>								
<b>PL Share of Industry</b>								
PM PL	1.00	1.02	1.38	1.38	-1.12	-1.16	-1.89	-1.89
RJR PL	1.65	1.53	1.52	1.52	0.26	0.13	-0.19	-0.19
AMERICAN PL	0.75	0.63	0.56	0.56	0.14	0.00	-0.16	-0.16
LIGGETT PL	0.30	0.32	0.34	0.34	-0.15	-0.09	-0.21	-0.21
TOTAL PL	3.70	3.50	3.80	3.80	-0.87	-1.12	-2.44	-2.44
<b>PL Share of Segment</b>								
PM PL	26.99	29.19	36.35	36.35	-19.45	-18.12	-16.00	-16.00
RJR PL	44.64	43.79	39.83	39.83	14.25	13.53	12.46	12.46
AMERICAN PL	20.22	17.84	14.84	14.84	6.95	4.29	3.34	3.34
LIGGETT PL	8.15	9.19	8.99	8.99	-1.75	0.31	0.20	0.20
<b>BRANDED DISCOUNT</b>								
BASIC	2.42	2.49	2.38	2.38	0.41	0.44	0.55	0.55
BEST VALUE	0.06	0.07	0.12	0.12	-0.15	-0.15	-0.31	-0.31
MONARCH	2.14	2.29	2.54	2.54	-1.00	-0.82	-0.66	-0.66
GPC	2.61	2.66	2.41	2.41	0.52	0.65	0.36	0.36
RALEIGH EXTRA	0.09	0.09	0.12	0.12	-0.10	-0.12	-0.14	-0.14
DORAL	2.06	2.10	2.13	2.13	-0.07	-0.04	0.05	0.05
CAMBRIDGE	0.96	0.90	0.92	0.92	-0.01	-0.03	-0.15	-0.15
VICEROY	0.51	0.52	0.58	0.58	-0.15	-0.13	-0.11	-0.11
MISTY	1.09	1.12	1.05	1.05	0.15	0.15	0.17	0.17
MONTCLAIR	1.57	1.52	1.33	1.33	0.58	0.57	0.38	0.38
ALPINE	0.36	0.37	0.36	0.36	0.00	-0.01	-0.04	-0.04
STERLING	0.05	0.06	0.12	0.12	-0.18	-0.19	-0.28	-0.28
BRISTOL	0.03	0.03	0.06	0.06	-0.09	-0.10	-0.14	-0.14
MAGNA	0.10	0.11	0.15	0.15	-0.10	-0.10	-0.17	-0.17
PYRAMID	0.11	0.11	0.12	0.12	-0.04	-0.04	-0.06	-0.06
RIVIERA	0.05	0.05	0.07	0.07	-0.04	-0.04	-0.04	-0.04
BUCKS	0.03	0.03	0.04	0.04	-0.02	-0.02	-0.04	-0.04
RICHLAND 20'S	0.01	0.01	0.02	0.02	-0.02	-0.02	-0.02	-0.02
AMERICAN FF/LTS	0.02	0.02	0.03	0.03	-0.05	-0.05	-0.06	-0.06
OLD GOLD	0.62	0.62	0.58	0.58	0.18	0.19	0.28	0.28
COVINGTON	0.00	0.00	0.00	0.00	-0.01	-0.02	0.00	0.00
A/O BRANDED DISCOUNT *	0.56	0.53	0.59	0.59	-0.13	-0.13	0.08	0.08
<b>TOTAL BRANDED DISCOUNT *</b>	<b>15.49</b>	<b>15.74</b>	<b>15.69</b>	<b>15.69</b>	<b>-0.28</b>	<b>0.04</b>	<b>-0.39</b>	<b>-0.39</b>
<b>BASIC SHARE OF DISCOUNT</b>	<b>12.63</b>	<b>12.94</b>	<b>12.21</b>	<b>12.21</b>	<b>2.75</b>	<b>2.85</b>	<b>3.99</b>	<b>3.99</b>
<b>TOTAL DISCOUNT CATEGORY</b>	<b>19.18</b>	<b>19.24</b>	<b>19.49</b>	<b>19.49</b>	<b>-1.16</b>	<b>-1.08</b>	<b>-2.83</b>	<b>-2.83</b>

\* INCLUDES ASSORTED PROMOTIONAL PRODUCT

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INTEGRATED NIELSEN DISCOUNT CATEGORY REGION # 1 DECEMBER 1994														
	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
<b>PRIVATE LABEL</b>														
<u>PL Share of Industry</u>														
PM PL	2.12	1.96	1.86	1.74	1.67	1.52	1.40	1.23	1.17	1.14	1.07	1.01	1.00	-0.01
RJR PL	1.39	1.65	1.76	1.79	1.70	1.50	1.39	1.30	1.33	1.24	1.47	1.45	1.65	0.20
AMERICAN PL	0.61	0.60	0.58	0.57	0.58	0.59	0.55	0.49	0.46	0.50	0.48	0.62	0.75	0.13
LIGGETT PL	0.45	0.42	0.36	0.39	0.40	0.29	0.30	0.32	0.34	0.33	0.36	0.31	0.30	-0.01
TOTAL PL	4.57	4.64	4.56	4.50	4.36	3.91	3.64	3.34	3.29	3.21	3.38	3.39	3.70	0.31
<u>PL Share of Segment</u>														
PM PL	46.44	42.37	40.74	38.73	38.32	39.00	38.37	36.79	35.42	35.41	31.64	29.77	26.99	-2.78
RJR PL	30.39	35.60	38.66	39.91	39.05	38.49	38.27	39.06	40.40	38.59	43.51	42.89	44.64	1.75
AMERICAN PL	13.27	12.90	12.68	12.65	13.37	15.08	15.19	14.63	13.92	15.62	14.13	18.28	20.22	1.94
LIGGETT PL	9.90	9.13	7.92	8.71	9.26	7.42	8.17	9.53	10.26	10.38	10.73	9.06	8.15	-0.91
<u>BRANDED DISCOUNT</u>														
BASIC	2.01	2.15	2.24	2.25	2.39	2.55	2.39	2.32	2.38	2.39	2.50	2.57	2.42	-0.15
BEST VALUE	0.21	0.20	0.18	0.18	0.15	0.13	0.10	0.10	0.09	0.07	0.08	0.07	0.06	-0.01
MONARCH	3.14	3.16	2.91	2.76	2.34	2.42	2.38	2.60	2.68	2.49	2.59	2.19	2.14	-0.05
GPC	2.09	2.21	2.11	2.03	2.00	2.19	2.33	2.57	2.71	2.68	2.72	2.66	2.61	-0.05
RALEIGH EXTRA	0.19	0.20	0.18	0.16	0.13	0.12	0.10	0.08	0.08	0.08	0.10	0.09	0.09	0.00
DORAL	2.13	2.25	2.23	2.22	2.08	2.11	2.08	1.99	2.15	2.09	2.16	2.10	2.06	-0.04
CAMBRIDGE	0.97	1.07	0.99	0.95	0.97	0.97	0.87	0.85	0.92	0.85	0.81	0.90	0.96	0.06
VICEROY	0.66	0.68	0.69	0.66	0.63	0.59	0.57	0.56	0.52	0.52	0.52	0.52	0.51	-0.01
MISTY	0.94	0.97	0.98	0.98	1.01	1.01	1.00	1.06	1.08	1.14	1.12	1.15	1.09	-0.06
MONTCLAIR	0.99	1.01	1.15	1.24	1.30	1.30	1.25	1.30	1.37	1.40	1.46	1.53	1.57	0.04
ALPINE	0.36	0.37	0.36	0.38	0.36	0.35	0.36	0.37	0.36	0.34	0.39	0.39	0.36	-0.03
STERLING	0.23	0.22	0.19	0.16	0.16	0.15	0.12	0.10	0.08	0.09	0.07	0.06	0.05	-0.01
BRISTOL	0.12	0.11	0.09	0.08	0.07	0.06	0.04	0.04	0.04	0.04	0.04	0.03	0.03	0.00
MAGNA	0.20	0.19	0.18	0.18	0.18	0.17	0.15	0.13	0.14	0.12	0.12	0.11	0.10	-0.01
PYRAMID	0.15	0.14	0.13	0.13	0.12	0.12	0.13	0.11	0.10	0.09	0.11	0.12	0.11	-0.01
RIVIERA	0.09	0.10	0.10	0.09	0.08	0.09	0.09	0.08	0.05	0.06	0.05	0.05	0.05	0.00
BUCKS	0.05	0.05	0.04	0.05	0.04	0.04	0.04	0.03	0.04	0.03	0.04	0.03	0.03	0.00
RICHLAND 20'S	0.03	0.03	0.02	0.02	0.02	0.02	0.02	0.01	0.02	0.01	0.01	0.01	0.01	0.00
AMERICAN FF/LTS	0.07	0.04	0.04	0.03	0.03	0.03	0.03	0.02	0.02	0.02	0.02	0.02	0.02	0.00
OLD GOLD	0.44	0.46	0.49	0.58	0.58	0.57	0.59	0.58	0.61	0.59	0.60	0.65	0.62	-0.03
COVINGTON	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
A/O BRANDED DISCOUNT *	0.69	0.67	0.74	0.68	0.59	0.60	0.63	0.56	0.53	0.48	0.52	0.51	0.56	0.05
<b>TOTAL BRANDED DISCOUNT *</b>	<b>15.77</b>	<b>16.28</b>	<b>16.04</b>	<b>15.81</b>	<b>15.21</b>	<b>15.57</b>	<b>15.26</b>	<b>15.47</b>	<b>15.97</b>	<b>15.59</b>	<b>16.02</b>	<b>15.77</b>	<b>15.49</b>	<b>-0.28</b>
<b>BASIC SHARE OF DISCOUNT</b>	<b>9.88</b>	<b>10.30</b>	<b>10.89</b>	<b>11.09</b>	<b>12.22</b>	<b>13.10</b>	<b>12.64</b>	<b>12.34</b>	<b>12.36</b>	<b>12.70</b>	<b>12.88</b>	<b>13.39</b>	<b>12.63</b>	<b>-0.76</b>
<b>TOTAL DISCOUNT CATEGORY</b>	<b>20.34</b>	<b>20.92</b>	<b>20.60</b>	<b>20.31</b>	<b>19.58</b>	<b>19.47</b>	<b>18.90</b>	<b>18.81</b>	<b>19.26</b>	<b>18.81</b>	<b>19.40</b>	<b>19.16</b>	<b>19.18</b>	<b>0.02</b>

\* INCLUDES ASSORTED PROMOTIONAL PRODUCTS

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**INTEGRATED NIELSEN  
COMPANY PERFORMANCE  
REGION # 2  
DECEMBER 1994**

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
PHILIP MORRIS	44.79	44.16	44.28	44.28	1.18	0.87	3.21	3.21
PM PREM*	37.15	36.35	35.77	35.77	2.01	1.68	3.45	3.45
PM DSCT	7.64	7.80	8.51	8.51	-0.82	-0.81	-0.20	-0.20
PM BRD DSCT	6.93	7.03	7.60	7.60	-0.66	-0.78	-0.21	-0.21
PM PL	0.72	0.76	0.91	0.91	-0.15	-0.05	0.01	0.01
PM AST PROMO < MRL B4G1F	0.14	0.12	0.04	0.04	0.14	0.11	0.00	0.00
R. J. REYNOLDS	29.83	30.76	31.13	31.13	-2.95	-2.58	-4.31	-4.31
RJR PREM*	18.52	18.80	18.83	18.83	-0.54	-0.74	-0.48	-0.48
RJR DSCT	11.31	11.96	12.27	12.27	-2.38	-1.81	-3.76	-3.76
RJR BRD DSCT	8.00	8.52	8.86	8.86	-1.81	-1.46	-2.47	-2.47
RJR PL	3.31	3.44	3.40	3.40	-0.56	-0.35	-1.29	-1.29
RJR ASSORTED PROMO	0.13	0.13	0.06	0.06	0.10	0.10	-0.04	-0.04
BROWN & WILLIAMSON	9.35	9.21	9.35	9.35	-0.02	-0.23	-0.41	-0.41
B&W PREM	4.33	4.26	4.25	4.25	0.06	0.04	0.16	0.16
B&W DSCT	5.02	4.95	5.09	5.09	-0.08	-0.28	-0.58	-0.58
LORILLARD	7.50	7.44	6.89	6.89	1.00	1.12	1.00	1.00
LOR PREM	7.49	7.44	6.88	6.88	0.99	1.12	1.00	1.00
LOR DSCT	0.00	0.00	0.00	0.00	-0.01	0.00	0.00	0.00
AMERICAN TOBACCO	6.36	6.25	5.96	5.96	0.63	0.58	0.26	0.26
AMR PREM	2.71	2.71	2.75	2.75	-0.22	-0.17	-0.08	-0.08
AMR DSCT	3.65	3.54	3.21	3.21	0.85	0.75	0.34	0.34
AMR BRD DSCT	3.02	2.97	2.70	2.70	0.71	0.62	0.27	0.27
AMR PL	0.63	0.57	0.51	0.51	0.15	0.13	0.08	0.08
LIGGETT	2.11	2.11	2.27	2.27	0.17	0.23	0.25	0.25
LIG PREM	0.40	0.42	0.42	0.42	-0.04	-0.01	-0.06	-0.06
LIG DSCT	1.71	1.69	1.86	1.86	0.21	0.24	0.32	0.32
LIG BRD DSCT	0.12	0.13	0.15	0.15	-0.14	-0.13	-0.17	-0.17
LIG PL	1.59	1.57	1.70	1.70	0.35	0.38	0.48	0.48
A/O CO. - INTL	0.07	0.07	0.12	0.12	0.00	0.01	0.00	0.00

\* EFFECTIVE OCT 1994 - INCLUDES ASSORTED PROMOTIONAL PRODUCT

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**INTEGRATED NIELSEN  
COMPANY PERFORMANCE  
REGION # 2  
DECEMBER 1994**

	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
PHILIP MORRIS	43.61	43.42	44.03	44.24	44.68	44.98	44.85	44.53	44.04	44.01	43.87	43.68	44.79	1.11
PM PREM*	35.14	34.69	34.91	35.27	35.82	36.05	35.97	35.77	35.54	35.87	35.79	35.95	37.15	1.20
PM DSCT	8.46	8.72	9.12	8.97	8.84	8.92	8.88	8.76	8.49	8.13	8.07	7.73	7.64	-0.09
PM BRD DSCT	7.59	7.99	8.21	7.91	7.82	7.91	7.80	7.74	7.60	7.28	7.20	6.97	6.93	-0.04
PM PL	0.87	0.73	0.90	1.06	1.02	1.02	1.08	1.02	0.89	0.84	0.83	0.75	0.72	-0.03
PM AST PROMO < MRL B4G1F	0.00	0.00	0.00	0.01	0.02	0.01	0.00	0.00	0.01	0.02	0.09	0.13	0.14	0.01
R. J. REYNOLDS	32.78	32.83	32.02	31.19	31.06	30.48	30.58	30.67	31.37	31.40	31.32	31.33	29.83	-1.50
RJR PREM*	19.06	19.16	18.95	18.72	18.69	18.79	18.67	18.74	19.04	18.91	19.04	18.90	18.52	-0.38
RJR DSCT	13.69	13.64	13.04	12.45	12.33	11.66	11.88	11.87	12.28	12.44	12.28	12.42	11.31	-1.11
RJR BRD DSCT	9.81	9.71	9.05	8.92	9.20	8.60	8.78	8.70	8.94	9.04	8.73	8.95	8.00	-0.95
RJR PL	3.87	3.94	3.99	3.53	3.13	3.06	3.10	3.17	3.34	3.40	3.55	3.48	3.31	-0.17
RJR ASSORTED PROMO	0.03	0.03	0.03	0.03	0.04	0.03	0.03	0.06	0.05	0.05	0.10	0.16	0.13	-0.03
BROWN & WILLIAMSON	9.37	9.40	9.38	9.08	9.30	9.49	9.69	9.75	9.46	9.07	9.15	9.10	9.35	0.25
B&W PREM	4.27	4.22	4.17	4.19	4.23	4.22	4.30	4.48	4.25	4.20	4.21	4.24	4.33	0.09
B&W DSCT	5.10	5.18	5.21	4.89	5.07	5.27	5.38	5.27	5.21	4.87	4.94	4.86	5.02	0.16
LORILLARD	6.50	6.43	6.52	6.63	6.50	6.56	6.55	6.80	6.91	7.28	7.45	7.36	7.50	0.14
LOR PREM	6.50	6.43	6.52	6.62	6.50	6.56	6.55	6.80	6.90	7.28	7.45	7.35	7.49	0.14
LOR DSCT	0.01	0.00	0.00	0.01	0.00	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00
AMERICAN TOBACCO	5.73	5.78	5.77	5.86	5.92	6.02	6.03	5.83	5.75	5.77	5.99	6.37	6.36	-0.01
AMR PREM	2.93	2.89	2.82	2.82	2.79	2.74	2.72	2.69	2.69	2.71	2.72	2.69	2.71	0.02
AMR DSCT	2.80	2.89	2.95	3.04	3.13	3.28	3.32	3.14	3.05	3.05	3.27	3.68	3.65	-0.03
AMR BRD DSCT	2.31	2.49	2.49	2.59	2.52	2.75	2.74	2.60	2.63	2.62	2.81	3.06	3.02	-0.04
AMR PL	0.48	0.40	0.45	0.45	0.61	0.54	0.58	0.55	0.43	0.44	0.46	0.61	0.63	0.02
LIGGETT	1.94	2.08	2.18	2.82	2.37	2.31	2.15	2.25	2.36	2.36	2.14	2.09	2.11	0.02
LIG PREM	0.44	0.45	0.43	0.43	0.41	0.40	0.41	0.41	0.45	0.40	0.44	0.43	0.40	-0.03
LIG DSCT	1.50	1.63	1.75	2.38	1.96	1.91	1.74	1.85	1.91	1.96	1.69	1.67	1.71	0.04
LIG BRD DSCT	0.26	0.20	0.18	0.20	0.17	0.16	0.15	0.13	0.14	0.14	0.12	0.13	0.12	-0.01
LIG PL	1.24	1.44	1.58	2.18	1.79	1.75	1.59	1.71	1.77	1.82	1.57	1.54	1.59	0.05
A/O CO. - INTL	0.07	0.06	0.10	0.18	0.16	0.16	0.15	0.16	0.12	0.11	0.08	0.07	0.07	0.00

\* EFFECTIVE OCT 1994 - INCLUDES ASSORTED PROMOTIONAL PRODUCT

206071751

**INTEGRATED NIELSEN  
REGION # 2  
DECEMBER 1994**

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
PHILIP MORRIS	44.79	44.16	44.28	44.28	1.18	0.87	3.21	3.21
PM PREM* - SHR PREM	52.59	51.91	51.87	51.87	1.18	0.97	2.14	2.14
PM DSCT - SHR DSCT	26.03	26.04	27.44	27.44	-0.76	-0.96	2.45	2.45
PM BRD DSC - SHR BRD DSC	29.96	29.74	31.04	31.04	-0.25	-0.67	2.77	2.77
PM PL - SHR PL	11.48	12.05	13.90	13.90	-2.01	-0.90	1.42	1.42
 MARLBORO	 28.33	 27.65	 26.85	 26.85	 2.40	 1.99	 3.16	 3.16
RED	9.44	9.30	9.14	9.14	0.32	0.24	0.77	0.77
MEDIUM	1.62	1.58	1.50	1.50	0.16	0.11	0.04	0.04
LIGHTS (NM)	14.06	13.66	13.07	13.07	1.51	1.29	1.78	1.78
MENTHOL	0.85	0.83	0.73	0.73	0.18	0.16	0.14	0.14
PM OTHER PREM	8.81	8.70	8.92	8.92	-0.40	-0.31	0.26	0.26
BENSON + HEDGES	2.56	2.54	2.73	2.73	-0.29	-0.29	0.10	0.10
MERIT	2.47	2.42	2.45	2.45	0.02	0.02	0.09	0.09
VIRGINIA SLIMS	3.39	3.34	3.35	3.35	-0.07	-0.01	0.08	0.08
PARLIAMENT	0.30	0.29	0.30	0.30	-0.01	-0.01	0.02	0.02
SARATOGA	0.07	0.06	0.07	0.07	-0.02	-0.02	-0.01	-0.01
CAMBRIDGE	1.38	1.36	1.48	1.48	-0.34	-0.35	-0.28	-0.28
ALPINE	0.43	0.45	0.48	0.48	-0.13	-0.12	-0.08	-0.08
BRISTOL	0.22	0.23	0.29	0.29	-0.18	-0.18	-0.31	-0.31
BASIC	4.84	4.96	5.25	5.25	0.03	-0.07	0.48	0.48
PM PRIVATE LABEL	0.72	0.76	0.91	0.91	-0.15	-0.05	0.01	0.01
 R. J. REYNOLDS	 29.83	 30.76	 31.13	 31.13	 -2.95	 -2.58	 -4.31	 -4.31
RJR PREM* - SHR PREM	26.22	26.85	27.31	27.31	-1.66	-1.86	-2.41	-2.41
RJR DSCT - SHR DSCT	38.53	39.91	39.57	39.57	-4.79	-3.25	-6.40	-6.40
 BROWN & WILLIAMSON	 9.35	 9.21	 9.35	 9.35	 -0.02	 -0.23	 -0.41	 -0.41
B&W PREM - SHR PREM	6.13	6.09	6.17	6.17	-0.12	-0.11	-0.13	-0.13
B&W DSCT - SHR DSCT	17.09	16.50	16.43	16.43	0.95	0.11	0.17	0.17
 LORILLARD	 7.50	 7.44	 6.89	 6.89	 1.00	 1.12	 1.00	 1.00
LOR PREM - SHR PREM	10.61	10.62	9.98	9.98	1.11	1.34	0.93	0.93
LOR DSCT - SHR DSCT	0.01	0.01	0.01	0.01	-0.01	0.00	0.00	0.00
 AMERICAN TOBACCO	 6.36	 6.25	 5.96	 5.96	 0.63	 0.58	 0.26	 0.26
AMR PREM - SHR PREM	3.84	3.87	3.98	3.98	-0.45	-0.35	-0.38	-0.38
AMR DSCT - SHR DSCT	12.43	11.82	10.36	10.36	3.58	3.07	2.14	2.14
 LIGGETT	 2.11	 2.11	 2.27	 2.27	 0.17	 0.23	 0.25	 0.25
LIG PREM - SHR PREM	0.56	0.60	0.61	0.61	-0.08	-0.03	-0.12	-0.12
LIG DSCT - SHR DSCT	5.83	5.64	5.99	5.99	1.09	1.08	1.57	1.57

\* EFFECTIVE OCT 1994 - INCLUDES ASSORTED PROMOTIONAL PRODUCT

2060071752

**INTEGRATED NIELSEN  
REGION # 2  
DECEMBER 1994**

	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
PHILIP MORRIS	43.61	43.42	44.03	44.24	44.68	44.98	44.85	44.53	44.04	44.01	43.87	43.68	44.79	1.11
PM PREM* - SHR PREM	51.41	51.13	51.48	51.79	52.32	52.41	52.38	51.85	51.55	51.66	51.34	51.65	52.59	0.94
PM DSCT - SHR DSCT	26.79	27.16	28.38	28.15	28.10	28.64	28.37	28.31	27.39	26.65	26.66	25.43	26.03	0.60
PM BRD DSC - SHR BRD DSC	30.21	31.21	32.59	32.10	31.40	31.89	31.27	31.61	30.94	30.36	30.16	29.06	29.96	0.90
PM PL - SHR PL	13.49	11.23	13.05	14.66	15.57	15.98	16.97	15.77	13.82	12.98	12.99	11.79	11.48	-0.31
MARLBORO	25.93	25.33	25.75	25.87	26.39	26.70	27.11	27.21	26.99	27.40	27.19	27.29	28.33	1.04
RED	9.12	8.81	9.11	9.06	9.21	8.97	8.86	9.14	9.17	9.44	9.20	9.22	9.44	0.22
MEDIUM	1.46	1.48	1.43	1.46	1.43	1.44	1.41	1.55	1.54	1.55	1.56	1.55	1.62	0.07
LIGHTS (NM)	12.55	12.33	12.45	12.60	13.00	12.93	12.76	13.08	13.14	13.45	13.37	13.45	14.06	0.61
MENTHOL	0.67	0.66	0.65	0.67	0.69	0.72	0.73	0.73	0.72	0.73	0.79	0.85	0.85	0.00
PM OTHER PREM	9.21	9.36	9.16	9.40	9.43	9.35	8.86	8.56	8.56	8.48	8.60	8.66	8.81	0.15
BENSON + HEDGES	2.85	2.91	2.76	3.00	3.17	3.15	2.80	2.49	2.47	2.47	2.51	2.55	2.56	0.01
MERIT	2.45	2.59	2.62	2.57	2.48	2.42	2.36	2.41	2.40	2.37	2.39	2.40	2.47	0.07
VIRGINIA SLIMS	3.46	3.43	3.35	3.42	3.36	3.39	3.32	3.29	3.31	3.26	3.33	3.31	3.39	0.08
PARLIAMENT	0.31	0.31	0.31	0.31	0.32	0.30	0.29	0.28	0.28	0.29	0.28	0.31	0.30	-0.01
SARATOGA	0.09	0.08	0.08	0.08	0.08	0.07	0.06	0.06	0.07	0.06	0.06	0.07	0.07	0.00
CAMBRIDGE	1.72	1.64	1.56	1.55	1.53	1.45	1.45	1.53	1.61	1.40	1.35	1.33	1.38	0.05
ALPINE	0.56	0.53	0.51	0.50	0.49	0.50	0.49	0.50	0.48	0.46	0.46	0.45	0.43	-0.02
BRISTOL	0.40	0.38	0.35	0.34	0.29	0.32	0.30	0.29	0.28	0.25	0.26	0.22	0.22	0.00
BASIC	4.81	5.37	5.71	5.30	5.38	5.48	5.40	5.32	5.19	5.12	5.11	4.94	4.84	-0.10
PM PRIVATE LABEL	0.87	0.73	0.90	1.06	1.02	1.02	1.08	1.02	0.89	0.84	0.83	0.75	0.72	-0.03
R. J. REYNOLDS	32.78	32.83	32.02	31.19	31.06	30.48	30.58	30.67	31.37	31.40	31.32	31.33	29.83	-1.50
RJR PREM* - SHR PREM	27.88	28.24	27.94	27.49	27.29	27.31	27.19	27.17	27.62	27.24	27.31	27.15	26.22	-0.93
RJR DSCT - SHR DSCT	43.32	42.49	40.61	39.08	39.21	37.42	37.97	38.38	39.63	40.79	40.55	40.89	38.53	-2.36
BROWN & WILLIAMSON	9.37	9.40	9.38	9.08	9.30	9.49	9.69	9.75	9.46	9.07	9.15	9.10	9.35	0.25
B&W PREM - SHR PREM	6.25	6.22	6.14	6.16	6.18	6.13	6.27	6.49	6.16	6.05	6.04	6.09	6.13	0.04
B&W DSCT - SHR DSCT	16.14	16.14	16.22	15.35	16.13	16.92	17.21	17.04	16.83	15.98	16.32	16.01	17.09	1.08
LORILLARD	6.50	6.43	6.52	6.63	6.50	6.56	6.55	6.80	6.91	7.28	7.45	7.36	7.50	0.14
LOR PREM - SHR PREM	9.50	9.47	9.61	9.72	9.49	9.53	9.54	9.85	10.01	10.48	10.68	10.56	10.61	0.05
LOR DSCT - SHR DSCT	0.02	0.01	0.01	0.04	0.01	0.01	0.02	0.01	0.01	0.01	0.01	0.01	0.01	0.00
AMERICAN TOBACCO	5.73	5.78	5.77	5.86	5.92	6.02	6.03	5.83	5.75	5.77	5.99	6.37	6.36	-0.01
AMR PREM - SHR PREM	4.29	4.26	4.16	4.14	4.07	3.98	3.96	3.89	3.90	3.91	3.90	3.87	3.84	-0.03
AMR DSCT - SHR DSCT	8.85	8.98	9.17	9.55	9.95	10.54	10.60	10.16	9.86	10.02	10.80	12.10	12.43	0.33
LIGGETT	1.94	2.08	2.18	2.82	2.37	2.31	2.15	2.25	2.36	2.36	2.14	2.09	2.11	0.02
LIG PREM - SHR PREM	0.64	0.66	0.63	0.64	0.60	0.59	0.59	0.59	0.65	0.57	0.64	0.61	0.56	-0.05
LIG DSCT - SHR DSCT	4.74	5.09	5.45	7.48	6.23	6.12	5.58	5.97	6.18	6.43	5.59	5.49	5.83	0.34

\* EFFECTIVE OCT 1994 - INCLUDES ASSORTED PROMOTIONAL PRODUCT

2060071753

INTEGRATED NIELSEN  
TOP 25 BRANDS  
REGION # 2  
DECEMBER 1994

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
MARLBORO	28.33	27.65	26.85	26.85	2.40	1.99	3.16	3.16
MARLBORO B4G1F	0.02	0.02	0.23	0.23	0.02	0.02	0.23	0.23
WINSTON	7.07	7.28	7.37	7.37	-0.50	-0.77	-0.28	-0.28
WINSTON LESS SELECT	5.76	5.85	6.06	6.06	-0.76	-0.56	-0.49	-0.49
WINSTON SELECT	1.31	1.43	1.31	1.31	0.27	-0.21	0.21	0.21
WINSTON SELECT LTS	0.70	0.78	0.73	0.73	0.08	-0.27	0.23	0.23
DORAL	6.10	6.37	6.24	6.24	-0.13	0.22	0.31	0.31
NEWPORT	4.92	4.87	4.68	4.68	0.51	0.62	0.86	0.86
BASIC	4.84	4.96	5.25	5.25	0.03	-0.07	0.48	0.48
SALEM	4.73	4.72	4.69	4.69	-0.08	-0.04	-0.10	-0.10
GPC	3.71	3.64	3.46	3.46	0.75	0.61	0.13	0.13
VIRGINIA SLIMS	3.39	3.34	3.35	3.35	-0.07	-0.01	0.08	0.08
KOOL	3.26	3.20	3.20	3.20	0.03	-0.02	0.10	0.10
CAMEL FILTERS	2.90	2.97	2.92	2.92	0.25	0.31	0.35	0.35
CAMEL SPECIAL LTS	0.49	0.51	0.55	0.55	-0.03	-0.02	0.12	0.12
CAMEL NON-FILTER	0.48	0.49	0.49	0.49	-0.05	-0.04	-0.05	-0.05
BENSON+HEDGES	2.56	2.54	2.73	2.73	-0.29	-0.29	0.10	0.10
MERIT	2.47	2.42	2.45	2.45	0.02	0.02	0.09	0.09
VANTAGE	2.07	2.09	2.17	2.17	-0.17	-0.21	-0.30	-0.30
MONTCLAIR	1.53	1.49	1.33	1.33	0.50	0.44	0.21	0.21
MISTY	1.42	1.41	1.28	1.28	0.30	0.28	0.25	0.25
CARLTON	1.38	1.36	1.36	1.36	-0.04	-0.02	0.03	0.03
CAMBRIDGE	1.38	1.36	1.48	1.48	-0.34	-0.35	-0.28	-0.28
MONARCH	1.14	1.34	1.49	1.49	-0.44	-0.38	-0.68	-0.68
VICEROY	0.95	0.94	1.07	1.07	-0.24	-0.24	-0.11	-0.11
KENT	0.94	0.94	0.98	0.98	-0.17	-0.17	-0.14	-0.14
PALL MALL	0.83	0.84	0.88	0.88	-0.14	-0.12	-0.09	-0.09
CAPRI	0.81	0.81	0.78	0.78	0.10	0.12	0.12	0.12
HARLEY DAVIDSON	0.64	0.64	0.25	0.25	0.58	0.61	0.24	0.24
NOW	0.62	0.61	0.63	0.63	-0.07	-0.07	-0.08	-0.08
MORE	0.52	0.51	0.52	0.52	-0.05	-0.05	-0.06	-0.06

2060071754

**INTEGRATED NIELSEN  
TOP 25 BRANDS  
REGION # 2  
DECEMBER 1994**

	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
MARLBORO	25.93	25.33	25.75	25.87	26.39	26.70	27.11	27.21	26.99	27.40	27.19	27.29	28.33	1.04
MARLBORO B4G1F	0.00	0.00	0.00	0.00	0.00	0.60	1.19	0.53	0.24	0.06	0.03	0.02	0.02	0.00
WINSTON	7.57	7.44	7.53	7.28	7.19	7.27	7.40	7.51	7.58	7.45	7.50	7.30	7.07	-0.23
WINSTON LESS SELECT	6.52	6.39	6.27	6.21	6.18	6.12	6.07	6.07	6.03	5.98	5.98	5.81	5.76	-0.05
WINSTON SELECT	1.04	1.05	1.26	1.06	1.01	1.14	1.33	1.44	1.55	1.46	1.52	1.49	1.31	-0.18
WINSTON SELECT LTS	0.62	0.60	0.78	0.61	0.56	0.65	0.76	0.81	0.87	0.82	0.85	0.81	0.70	-0.11
DORAL	6.23	6.09	5.92	6.21	6.28	5.92	6.08	6.19	6.41	6.61	6.49	6.59	6.10	-0.49
NEWPORT	4.41	4.29	4.49	4.56	4.46	4.53	4.58	4.84	4.88	4.85	4.84	4.86	4.92	0.06
BASIC	4.81	5.37	5.71	5.30	5.38	5.48	5.40	5.32	5.19	5.12	5.11	4.94	4.84	-0.10
SALEM	4.81	4.77	4.67	4.66	4.69	4.67	4.59	4.63	4.69	4.74	4.71	4.73	4.73	0.00
GPC	2.96	3.07	3.18	3.01	3.18	3.48	3.57	3.69	3.83	3.57	3.60	3.61	3.71	0.10
VIRGINIA SLIMS	3.46	3.43	3.35	3.42	3.36	3.39	3.32	3.29	3.31	3.26	3.33	3.31	3.39	0.08
KOOL	3.23	3.14	3.11	3.10	3.20	3.17	3.27	3.42	3.21	3.19	3.12	3.21	3.26	0.05
CAMEL FILTERS	2.65	2.87	2.75	2.84	2.94	3.04	2.88	2.83	2.99	3.02	2.97	3.04	2.90	-0.14
CAMEL SPECIAL LTS	0.52	0.63	0.60	0.57	0.61	0.65	0.54	0.50	0.51	0.51	0.53	0.52	0.49	-0.03
CAMEL NON-FILTER	0.53	0.51	0.52	0.48	0.47	0.50	0.51	0.49	0.48	0.49	0.50	0.48	0.48	0.00
BENSON+HEDGES	2.85	2.91	2.76	3.00	3.17	3.15	2.80	2.49	2.47	2.47	2.51	2.55	2.56	0.01
MERIT	2.45	2.59	2.62	2.57	2.48	2.42	2.36	2.41	2.40	2.37	2.39	2.40	2.47	0.07
VANTAGE	2.24	2.33	2.24	2.29	2.22	2.19	2.16	2.14	2.17	2.12	2.13	2.07	2.07	0.00
MONTCLAIR	1.03	1.12	1.17	1.26	1.25	1.44	1.43	1.25	1.27	1.25	1.33	1.59	1.53	-0.06
MISTY	1.12	1.22	1.20	1.22	1.16	1.22	1.23	1.28	1.28	1.30	1.40	1.40	1.42	0.02
CARLTON	1.42	1.41	1.38	1.38	1.38	1.37	1.34	1.30	1.33	1.36	1.36	1.35	1.38	0.03
CAMBRIDGE	1.72	1.64	1.56	1.55	1.53	1.45	1.45	1.53	1.61	1.40	1.35	1.33	1.38	0.05
MONARCH	1.58	1.86	1.49	1.28	1.62	1.53	1.59	1.53	1.60	1.50	1.38	1.53	1.14	-0.39
VICEROY	1.19	1.28	1.19	1.19	1.18	1.15	1.12	1.02	0.98	0.96	0.93	0.93	0.95	0.02
KENT	1.11	1.11	1.03	1.03	1.02	0.98	0.93	0.93	0.94	0.94	0.95	0.92	0.94	0.02
PALL MALL	0.97	0.94	0.91	0.92	0.88	0.86	0.87	0.88	0.85	0.85	0.86	0.85	0.83	-0.02
CAPRI	0.71	0.76	0.77	0.79	0.78	0.77	0.78	0.79	0.79	0.76	0.83	0.77	0.81	0.04
HARLEY DAVIDSON	0.06	0.05	0.07	0.06	0.08	0.08	0.08	0.06	0.08	0.47	0.67	0.63	0.64	0.01
NOW	0.69	0.68	0.67	0.64	0.65	0.62	0.62	0.63	0.62	0.59	0.61	0.60	0.62	0.02
MORE	0.57	0.56	0.56	0.52	0.52	0.50	0.50	0.50	0.50	0.50	0.51	0.49	0.52	0.03

2060071755

**INTEGRATED NIELSEN  
DISCOUNT CATEGORY  
REGION # 2  
DECEMBER 1994**

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
<b>PRIVATE LABEL</b>								
<u>PL Share of Industry</u>								
PM PL	0.72	0.76	0.91	0.91	-0.15	-0.05	0.01	0.01
RJR PL	3.31	3.44	3.40	3.40	-0.56	-0.35	-1.29	-1.29
AMERICAN PL	0.63	0.57	0.51	0.51	0.15	0.13	0.08	0.08
LIGGETT PL	1.59	1.57	1.70	1.70	0.35	0.38	0.48	0.48
TOTAL PL	6.25	6.34	6.53	6.53	-0.21	0.11	-0.72	-0.72
<u>PL Share of Segment</u>								
PM PL	11.48	12.05	13.90	13.90	-2.01	-0.90	1.42	1.42
RJR PL	53.01	54.20	52.13	52.13	-6.89	-6.60	-12.61	-12.61
AMERICAN PL	10.12	9.05	7.89	7.89	2.63	1.93	1.92	1.92
LIGGETT PL	25.40	24.70	26.08	26.08	6.27	5.57	9.27	9.27
<b>BRANDED DISCOUNT</b>								
BASIC	4.84	4.96	5.25	5.25	0.03	-0.07	0.48	0.48
BEST VALUE	0.37	0.42	0.60	0.60	-0.80	-0.76	-1.35	-1.35
MONARCH	1.14	1.34	1.49	1.49	-0.44	-0.38	-0.68	-0.68
GPC	3.71	3.64	3.46	3.46	0.75	0.61	0.13	0.13
RALEIGH EXTRA	0.33	0.33	0.52	0.52	-0.51	-0.53	-0.39	-0.39
DORAL	6.10	6.37	6.24	6.24	-0.13	0.22	0.31	0.31
CAMBRIDGE	1.38	1.36	1.48	1.48	-0.34	-0.35	-0.28	-0.28
VICEROY	0.95	0.94	1.07	1.07	-0.24	-0.24	-0.11	-0.11
MISTY	1.42	1.41	1.28	1.28	0.30	0.28	0.25	0.25
MONTCLAIR	1.53	1.49	1.33	1.33	0.50	0.44	0.21	0.21
ALPINE	0.43	0.45	0.48	0.48	-0.13	-0.12	-0.08	-0.08
STERLING	0.14	0.14	0.23	0.23	-0.27	-0.33	-0.44	-0.44
BRISTOL	0.22	0.23	0.29	0.29	-0.18	-0.18	-0.31	-0.31
MAGNA	0.16	0.15	0.19	0.19	-0.14	-0.18	-0.28	-0.28
PYRAMID	0.06	0.06	0.07	0.07	-0.06	-0.06	-0.08	-0.08
RIVIERA	0.02	0.03	0.04	0.04	-0.05	-0.05	-0.09	-0.09
BUCKS	0.03	0.03	0.04	0.04	-0.03	-0.03	-0.06	-0.06
RICHLAND 20'S	0.02	0.02	0.04	0.04	-0.03	-0.03	-0.03	-0.03
AMERICAN FF/LTS	0.00	0.00	0.01	0.01	-0.02	-0.02	-0.03	-0.03
OLD GOLD	0.00	0.00	0.00	0.00	-0.01	-0.01	-0.01	-0.01
COVINGTON	0.00	0.00	0.00	0.00	-0.01	-0.02	0.00	0.00
A/O BRANDED DISCOUNT *	0.25	0.24	0.35	0.35	-0.22	-0.27	-0.31	-0.31
<b>TOTAL BRANDED DISCOUNT *</b>	<b>23.12</b>	<b>23.63</b>	<b>24.47</b>	<b>24.47</b>	<b>-2.01</b>	<b>-2.04</b>	<b>-3.14</b>	<b>-3.14</b>
<b>BASIC SHARE OF DISCOUNT</b>	<b>16.50</b>	<b>16.54</b>	<b>16.95</b>	<b>16.95</b>	<b>1.27</b>	<b>0.76</b>	<b>3.27</b>	<b>3.27</b>
<b>TOTAL DISCOUNT CATEGORY</b>	<b>29.36</b>	<b>29.97</b>	<b>31.00</b>	<b>31.00</b>	<b>-2.24</b>	<b>-1.93</b>	<b>-3.86</b>	<b>-3.86</b>

\* INCLUDES ASSORTED PROMOTIONAL PRODUCTS

2060011736

**INTEGRATED NIELSEN  
DISCOUNT CATEGORY  
REGION # 2  
DECEMBER 1994**

	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
<b>PRIVATE LABEL</b>														
<u>PL Share of Industry</u>														
PM PL	0.87	0.73	0.90	1.06	1.02	1.02	1.08	1.02	0.89	0.84	0.83	0.75	0.72	-0.03
RJR PL	3.87	3.94	3.99	3.53	3.13	3.06	3.10	3.17	3.34	3.40	3.55	3.48	3.31	-0.17
AMERICAN PL	0.48	0.40	0.45	0.45	0.61	0.54	0.58	0.55	0.43	0.44	0.46	0.61	0.63	0.02
LIGGETT PL	1.24	1.44	1.58	2.18	1.79	1.75	1.59	1.71	1.77	1.82	1.57	1.54	1.59	0.05
TOTAL PL	6.46	6.50	6.92	7.22	6.55	6.36	6.35	6.45	6.42	6.50	6.41	6.38	6.25	-0.13
<u>PL Share of Segment</u>														
PM PL	13.49	11.23	13.05	14.66	15.57	15.98	16.97	15.77	13.82	12.98	12.99	11.79	11.48	-0.31
RJR PL	59.90	60.52	57.65	48.81	47.70	48.10	48.86	49.18	51.97	52.30	55.37	54.46	53.01	-1.45
AMERICAN PL	7.49	6.14	6.54	6.29	9.35	8.47	9.10	8.48	6.67	6.72	7.18	9.63	10.12	0.49
LIGGETT PL	19.13	22.11	22.76	30.24	27.38	27.45	25.06	26.57	27.54	28.00	24.46	24.12	25.40	1.28
<u>BRANDED DISCOUNT</u>														
BASIC	4.81	5.37	5.71	5.30	5.38	5.48	5.40	5.32	5.19	5.12	5.11	4.94	4.84	-0.10
BEST VALUE	1.17	0.94	0.91	0.79	0.74	0.62	0.58	0.51	0.48	0.50	0.46	0.42	0.37	-0.05
MONARCH	1.58	1.86	1.49	1.28	1.62	1.53	1.59	1.53	1.60	1.50	1.38	1.53	1.14	-0.39
GPC	2.96	3.07	3.18	3.01	3.18	3.48	3.57	3.69	3.83	3.57	3.60	3.61	3.71	0.10
RALEIGH EXTRA	0.84	0.75	0.77	0.64	0.68	0.59	0.65	0.53	0.38	0.31	0.39	0.29	0.33	0.04
DORAL	6.23	6.09	5.92	6.21	6.28	5.92	6.08	6.19	6.41	6.61	6.49	6.59	6.10	-0.49
CAMBRIDGE	1.72	1.64	1.56	1.55	1.53	1.45	1.45	1.53	1.61	1.40	1.35	1.33	1.38	0.05
VICEROY	1.19	1.28	1.19	1.19	1.18	1.15	1.15	1.12	1.02	0.98	0.96	0.93	0.95	0.02
MISTY	1.12	1.22	1.20	1.22	1.16	1.22	1.23	1.28	1.28	1.30	1.40	1.40	1.42	0.02
MONTCLAIR	1.03	1.12	1.17	1.26	1.25	1.44	1.43	1.25	1.27	1.25	1.33	1.59	1.53	-0.06
ALPINE	0.56	0.53	0.51	0.50	0.49	0.50	0.49	0.50	0.48	0.46	0.46	0.45	0.43	-0.02
STERLING	0.41	0.39	0.35	0.29	0.26	0.24	0.22	0.19	0.20	0.18	0.15	0.15	0.14	-0.01
BRISTOL	0.40	0.38	0.35	0.34	0.29	0.32	0.30	0.29	0.28	0.25	0.26	0.22	0.22	0.00
MAGNA	0.30	0.31	0.26	0.23	0.20	0.18	0.19	0.18	0.16	0.16	0.15	0.15	0.16	0.01
PYRAMID	0.12	0.11	0.09	0.09	0.08	0.06	0.06	0.06	0.07	0.06	0.06	0.07	0.06	-0.01
RIVIERA	0.07	0.06	0.05	0.04	0.05	0.04	0.03	0.03	0.03	0.02	0.03	0.03	0.02	-0.01
BUCKS	0.06	0.05	0.05	0.05	0.04	0.04	0.03	0.03	0.03	0.03	0.04	0.02	0.03	0.01
RICHLAND 20'S	0.05	0.05	0.06	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.02	-0.01
AMERICAN FF/LTS	0.02	0.02	0.02	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.00	0.00	0.00
OLD GOLD	0.01	0.00	0.00	0.01	0.00	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00
COVINGTON	0.01	0.00	0.01	0.01	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
A/O BRANDED DISCOUNT *	0.47	0.36	0.34	0.56	0.44	0.47	0.45	0.31	0.27	0.27	0.24	0.25	0.25	0.00
<b>TOTAL BRANDED DISCOUNT *</b>	<b>25.13</b>	<b>25.61</b>	<b>25.20</b>	<b>24.63</b>	<b>24.90</b>	<b>24.79</b>	<b>24.94</b>	<b>24.49</b>	<b>24.57</b>	<b>23.99</b>	<b>23.87</b>	<b>24.00</b>	<b>23.12</b>	<b>-0.88</b>
<b>BASIC SHARE OF DISCOUNT</b>	<b>15.23</b>	<b>16.71</b>	<b>17.77</b>	<b>16.63</b>	<b>17.11</b>	<b>17.60</b>	<b>17.26</b>	<b>17.21</b>	<b>16.73</b>	<b>16.80</b>	<b>16.88</b>	<b>16.26</b>	<b>16.50</b>	<b>0.24</b>
<b>TOTAL DISCOUNT CATEGORY</b>	<b>31.60</b>	<b>32.11</b>	<b>32.12</b>	<b>31.85</b>	<b>31.45</b>	<b>31.16</b>	<b>31.29</b>	<b>30.94</b>	<b>30.99</b>	<b>30.49</b>	<b>30.28</b>	<b>30.38</b>	<b>29.36</b>	<b>-1.02</b>

\* INCLUDES ASSORTED PROMOTIONAL PRODUCT

2060717502

**INTEGRATED NIELSEN  
COMPANY PERFORMANCE  
REGION # 3  
DECEMBER 1994**

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
PHILIP MORRIS	46.99	46.61	46.01	46.01	1.83	1.92	2.25	2.25
PM PREM*	38.80	38.04	36.84	36.84	3.42	3.26	4.47	4.47
PM DSCT	8.19	8.58	9.16	9.16	-1.58	-1.32	-2.17	-2.17
PM BRD DSCT	6.58	6.77	7.05	7.05	-0.70	-0.47	-0.68	-0.68
PM PL	1.61	1.79	2.10	2.10	-0.88	-0.87	-1.50	-1.50
PM AST PROMO < MRL B4G1F	0.24	0.20	0.06	0.06	0.24	0.19	0.00	0.00
R. J. REYNOLDS	30.35	31.13	31.57	31.57	-2.55	-2.74	-3.59	-3.59
RJR PREM*	15.82	15.96	15.92	15.92	-0.44	-0.76	-0.36	-0.36
RJR DSCT	14.52	15.17	15.59	15.59	-2.08	-1.95	-3.20	-3.20
RJR BRD DSCT	9.26	10.10	10.16	10.16	-1.45	-0.90	-2.59	-2.59
RJR PL	5.26	5.08	5.44	5.44	-0.63	-1.04	-0.60	-0.60
RJR ASSORTED PROMO	0.14	0.15	0.10	0.10	0.10	0.12	0.01	0.01
BROWN & WILLIAMSON	11.28	10.94	11.00	11.00	0.45	0.23	0.31	0.31
B&W PREM	4.36	4.34	4.26	4.26	0.16	0.05	0.03	0.03
B&W DSCT	6.92	6.60	6.74	6.74	0.29	0.18	0.28	0.28
LORILLARD	4.01	3.93	3.73	3.73	0.34	0.36	0.53	0.53
LOR PREM	3.78	3.69	3.52	3.52	0.28	0.29	0.39	0.39
LOR DSCT	0.23	0.24	0.20	0.20	0.06	0.07	0.13	0.13
AMERICAN TOBACCO	5.56	5.48	5.40	5.40	0.61	0.63	0.67	0.67
AMR PREM	2.50	2.57	2.60	2.60	-0.26	-0.14	-0.10	-0.10
AMR DSCT	3.06	2.92	2.80	2.80	0.86	0.79	0.77	0.77
AMR BRD DSCT	2.55	2.43	2.20	2.20	0.86	0.75	0.51	0.51
AMR PL	0.51	0.49	0.60	0.60	0.01	0.04	0.26	0.26
LIGGETT	1.68	1.78	2.16	2.16	-0.67	-0.41	-0.21	-0.21
LIG PREM	0.42	0.44	0.49	0.49	-0.15	-0.13	-0.13	-0.13
LIG DSCT	1.25	1.34	1.67	1.67	-0.53	-0.27	-0.08	-0.08
LIG BRD DSCT	0.20	0.20	0.49	0.49	-0.36	-0.20	0.11	0.11
LIG PL	1.06	1.14	1.18	1.18	-0.15	-0.07	-0.19	-0.19
A/O CO. - INTL	0.14	0.13	0.14	0.14	0.00	0.00	0.05	0.05

\* EFFECTIVE OCT 1994 - INCLUDES ASSORTED PROMOTIONAL PRODUCT

2060071758

**INTEGRATED NIELSEN  
COMPANY PERFORMANCE  
REGION # 3  
DECEMBER 1994**

	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
PHILIP MORRIS	45.16	44.95	45.14	45.04	45.42	46.18	46.52	45.89	46.41	46.40	46.76	45.98	46.99	1.01
PM PREM*	35.38	35.37	35.69	35.61	35.97	36.73	36.99	36.45	37.15	37.64	37.76	37.35	38.80	1.45
PM DSCT	9.77	9.57	9.45	9.42	9.44	9.45	9.52	9.44	9.23	8.75	9.00	8.63	8.19	-0.44
PM BRD DSCT	7.28	7.30	7.14	7.14	7.34	7.43	7.14	7.09	7.00	6.83	7.03	6.73	6.58	-0.15
PM PL	2.49	2.27	2.30	2.28	2.10	2.02	2.38	2.35	2.23	1.92	1.92	1.90	1.61	-0.29
PM AST PROMO < MRL B4G1F	0.00	0.00	0.01	0.01	0.01	0.01	0.01	0.01	0.02	0.01	0.09	0.27	0.24	-0.03
R. J. REYNOLDS	32.90	32.81	32.36	32.56	31.68	31.13	30.79	31.27	31.00	31.98	31.56	31.70	30.35	-1.35
RJR PREM*	16.26	16.19	15.81	15.86	15.67	15.79	15.65	16.09	15.98	16.10	16.08	16.01	15.82	-0.19
RJR DSCT	16.60	16.58	16.49	16.65	15.94	15.27	15.06	15.08	14.91	15.74	15.47	15.69	14.52	-1.17
RJR BRD DSCT	10.71	10.84	10.47	10.73	10.11	9.79	9.67	9.69	9.83	10.50	10.65	10.59	9.26	-1.33
RJR PL	5.89	5.75	6.02	5.92	5.83	5.48	5.39	5.39	5.07	5.24	4.83	5.10	5.26	0.16
RJR ASSORTED PROMO	0.04	0.04	0.06	0.04	0.07	0.07	0.08	0.11	0.11	0.13	0.14	0.17	0.14	-0.03
BROWN & WILLIAMSON	10.83	10.87	10.96	10.81	10.91	10.87	11.31	11.27	11.39	10.80	10.63	10.82	11.28	0.46
B&W PREM	4.20	4.27	4.17	4.19	4.14	4.13	4.26	4.42	4.31	4.17	4.31	4.35	4.36	0.01
B&W DSCT	6.63	6.60	6.79	6.62	6.77	6.73	7.05	6.86	7.07	6.63	6.33	6.47	6.92	0.45
LORILLARD	3.67	3.78	3.61	3.78	3.71	3.67	3.60	3.59	3.57	3.63	3.70	4.04	4.01	-0.03
LOR PREM	3.50	3.61	3.42	3.60	3.52	3.48	3.41	3.40	3.34	3.42	3.47	3.80	3.78	-0.02
LOR DSCT	0.17	0.17	0.18	0.17	0.19	0.19	0.20	0.20	0.22	0.21	0.24	0.25	0.23	-0.02
AMERICAN TOBACCO	4.95	5.14	5.42	5.42	5.61	5.42	5.29	5.51	5.45	5.19	5.36	5.51	5.56	0.05
AMR PREM	2.76	2.65	2.68	2.65	2.65	2.66	2.57	2.56	2.55	2.55	2.63	2.59	2.50	-0.09
AMR DSCT	2.20	2.48	2.74	2.77	2.96	2.76	2.72	2.95	2.90	2.64	2.73	2.92	3.06	0.14
AMR BRD DSCT	1.69	1.85	1.92	2.12	2.26	2.19	2.18	2.33	2.22	2.07	2.26	2.43	2.55	0.12
AMR PL	0.50	0.63	0.82	0.65	0.70	0.57	0.54	0.63	0.68	0.58	0.47	0.49	0.51	0.02
LIGGETT	2.35	2.31	2.38	2.28	2.54	2.59	2.34	2.32	2.04	1.85	1.87	1.82	1.68	-0.14
LIG PREM	0.57	0.57	0.54	0.53	0.54	0.51	0.46	0.46	0.44	0.46	0.44	0.46	0.42	-0.04
LIG DSCT	1.78	1.74	1.84	1.75	2.00	2.07	1.87	1.86	1.59	1.39	1.43	1.36	1.25	-0.11
LIG BRD DSCT	0.56	0.68	0.75	0.72	0.84	0.79	0.57	0.56	0.28	0.21	0.19	0.20	0.20	0.00
LIG PL	1.21	1.06	1.09	1.03	1.16	1.29	1.30	1.30	1.32	1.18	1.24	1.16	1.06	-0.10
A/O CO. - INTL	0.14	0.15	0.14	0.13	0.14	0.14	0.15	0.15	0.15	0.15	0.12	0.12	0.14	0.02

\* EFFECTIVE OCT 1994 - INCLUDES ASSORTED PROMOTIONAL PRODUCT

206071759

INTEGRATED NIELSEN  
REGION # 3  
DECEMBER 1994

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
PHILIP MORRIS	46.99	46.61	46.01	46.01	1.83	1.92	2.25	2.25
PM PREM* - SHR PREM	59.02	58.45	57.89	57.89	2.57	2.79	3.34	3.34
PM DSCT - SHR DSCT	23.90	24.56	25.25	25.25	-2.36	-1.89	-2.74	-2.74
PM BRD DSC - SHR BRD DSC	25.48	25.62	26.16	26.16	-1.38	-1.21	-0.37	-0.37
PM PL - SHR PL	19.07	21.09	22.56	22.56	-5.58	-4.40	-9.17	-9.17
MARLBORO	30.23	29.47	28.35	28.35	3.65	3.26	4.33	4.33
RED	8.82	8.65	8.57	8.57	0.66	0.53	1.10	1.10
MEDIUM	1.90	1.91	1.69	1.69	0.31	0.36	0.19	0.19
LIGHTS (NM)	14.44	14.02	13.38	13.38	1.82	1.68	2.19	2.19
MENTHOL	0.97	0.96	0.86	0.86	0.18	0.16	0.18	0.18
PM OTHER PREM	8.56	8.56	8.49	8.49	-0.23	-0.01	0.09	0.09
BENSON + HEDGES	2.71	2.72	2.70	2.70	-0.06	-0.01	0.00	0.00
MERIT	2.31	2.33	2.26	2.26	-0.06	0.04	0.00	0.00
VIRGINIA SLIMS	3.23	3.20	3.19	3.19	-0.05	0.01	0.11	0.11
PARLIAMENT	0.14	0.14	0.15	0.15	-0.02	-0.01	0.00	0.00
SARATOGA	0.15	0.15	0.17	0.17	-0.04	-0.04	-0.01	-0.01
CAMBRIDGE	2.43	2.46	2.58	2.58	-0.30	-0.23	-0.30	-0.30
ALPINE	0.24	0.26	0.29	0.29	-0.11	-0.10	-0.10	-0.10
BRISTOL	0.24	0.30	0.35	0.35	-0.19	-0.16	-0.24	-0.24
BASIC	3.61	3.70	3.72	3.72	-0.02	0.14	0.03	0.03
PM PRIVATE LABEL	1.61	1.79	2.10	2.10	-0.88	-0.87	-1.50	-1.50
R. J. REYNOLDS	30.35	31.13	31.57	31.57	-2.55	-2.74	-3.59	-3.59
RJR PREM* - SHR PREM	24.07	24.52	25.01	25.01	-1.88	-2.24	-2.42	-2.42
RJR DSCT - SHR DSCT	42.39	43.45	43.00	43.00	-2.21	-2.31	-3.41	-3.41
BROWN & WILLIAMSON	11.28	10.94	11.00	11.00	0.45	0.23	0.31	0.31
B&W PREM - SHR PREM	6.63	6.67	6.69	6.69	-0.07	-0.20	-0.44	-0.44
B&W DSCT - SHR DSCT	20.21	18.90	18.60	18.60	2.39	1.75	2.64	2.64
LORILLARD	4.01	3.93	3.73	3.73	0.34	0.36	0.53	0.53
LOR PREM - SHR PREM	5.74	5.66	5.53	5.53	0.15	0.22	0.26	0.26
LOR DSCT - SHR DSCT	0.69	0.69	0.56	0.56	0.23	0.25	0.38	0.38
AMERICAN TOBACCO	5.56	5.48	5.40	5.40	0.61	0.63	0.67	0.67
AMR PREM - SHR PREM	3.80	3.94	4.08	4.08	-0.60	-0.40	-0.48	-0.48
AMR DSCT - SHR DSCT	8.93	8.35	7.73	7.73	3.03	2.65	2.73	2.73
LIGGETT	1.68	1.78	2.16	2.16	-0.67	-0.41	-0.21	-0.21
LIG PREM - SHR PREM	0.65	0.68	0.76	0.76	-0.25	-0.24	-0.29	-0.29
LIG DSCT - SHR DSCT	3.66	3.84	4.61	4.61	-1.12	-0.47	0.28	0.28

\* EFFECTIVE OCT 1994 - INCLUDES ASSORTED PROMOTIONAL PRODUCT

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**INTEGRATED NIELSEN  
REGION # 3  
DECEMBER 1994**

	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
PHILIP MORRIS	45.16	44.95	45.14	45.04	45.42	46.18	46.52	45.89	46.41	46.40	46.76	45.98	46.99	1.01
PM PREM* - SHR PREM	56.45	56.44	57.27	57.03	57.55	58.00	58.38	57.51	58.23	58.49	58.34	57.82	59.02	1.20
PM DSCT - SHR DSCT	26.26	25.71	25.12	25.13	25.25	25.83	26.08	25.87	25.62	24.67	25.51	24.39	23.90	-0.49
PM BRD DSC - SHR BRD DSC	26.86	26.54	26.09	25.86	26.58	27.29	26.53	26.45	26.20	25.73	26.22	25.18	25.48	0.30
PM PL - SHR PL	24.65	23.37	22.53	23.09	21.50	21.59	24.81	24.26	23.97	21.52	22.71	21.95	19.07	-2.88
 MARLBORO	 26.58	 26.67	 27.12	 27.15	 27.47	 28.17	 28.59	 28.02	 28.90	 29.28	 29.23	 28.75	 30.23	 1.48
RED	8.16	8.17	8.30	8.43	8.42	8.50	8.56	8.50	8.99	8.96	8.71	8.37	8.82	0.45
MEDIUM	1.59	1.57	1.59	1.63	1.63	1.65	1.64	1.57	1.60	1.64	1.94	1.90	1.90	0.00
LIGHTS (NM)	12.62	12.64	12.92	12.82	13.08	13.18	13.03	13.14	13.68	13.95	13.84	13.66	14.44	0.78
MENTHOL	0.79	0.83	0.80	0.80	0.80	0.87	0.87	0.82	0.81	0.83	0.97	0.95	0.97	0.02
PM OTHER PREM	8.79	8.70	8.57	8.47	8.50	8.55	8.40	8.43	8.27	8.37	8.53	8.60	8.56	-0.04
BENSON + HEDGES	2.77	2.74	2.73	2.69	2.77	2.73	2.71	2.70	2.59	2.64	2.72	2.72	2.71	-0.01
MERIT	2.37	2.33	2.25	2.24	2.22	2.27	2.23	2.23	2.21	2.20	2.30	2.39	2.31	-0.08
VIRGINIA SLIMS	3.28	3.27	3.24	3.20	3.17	3.23	3.13	3.16	3.14	3.19	3.20	3.18	3.23	0.05
PARLIAMENT	0.16	0.15	0.15	0.14	0.15	0.15	0.14	0.15	0.15	0.15	0.15	0.14	0.14	0.00
SARATOGA	0.19	0.19	0.17	0.18	0.18	0.16	0.17	0.16	0.17	0.16	0.15	0.15	0.15	0.00
CAMBRIDGE	2.73	2.80	2.67	2.58	2.65	2.66	2.57	2.66	2.65	2.45	2.46	2.51	2.43	-0.08
ALPINE	0.35	0.35	0.32	0.34	0.32	0.30	0.30	0.30	0.29	0.27	0.27	0.27	0.24	-0.03
BRISTOL	0.43	0.45	0.41	0.41	0.38	0.38	0.33	0.32	0.29	0.30	0.42	0.26	0.24	-0.02
BASIC	3.63	3.54	3.61	3.67	3.86	3.96	3.82	3.70	3.68	3.73	3.85	3.65	3.61	-0.04
PM PRIVATE LABEL	2.49	2.27	2.30	2.28	2.10	2.02	2.38	2.35	2.23	1.92	1.92	1.90	1.61	-0.29
 R. J. REYNOLDS	 32.90	 32.81	 32.36	 32.56	 31.68	 31.13	 30.79	 31.27	 31.00	 31.98	 31.56	 31.70	 30.35	 -1.35
RJR PREM* - SHR PREM	25.95	25.83	25.37	25.40	25.07	24.94	24.71	25.38	25.05	25.02	24.85	24.78	24.07	-0.71
RJR DSCT - SHR DSCT	44.60	44.54	43.86	44.43	42.62	41.74	41.22	41.34	41.38	44.40	43.87	44.33	42.39	-1.94
 BROWN & WILLIAMSON	 10.83	 10.87	 10.96	 10.81	 10.91	 10.87	 11.31	 11.27	 11.39	 10.80	 10.63	 10.82	 11.28	 0.46
B&W PREM - SHR PREM	6.70	6.82	6.69	6.70	6.62	6.53	6.72	6.97	6.76	6.47	6.65	6.74	6.63	-0.11
B&W DSCT - SHR DSCT	17.82	17.73	18.06	17.67	18.10	18.41	19.31	18.79	19.63	18.70	17.93	18.28	20.21	1.93
 LORILLARD	 3.67	 3.78	 3.61	 3.78	 3.71	 3.67	 3.60	 3.59	 3.57	 3.63	 3.70	 4.04	 4.01	 -0.03
LOR PREM - SHR PREM	5.59	5.76	5.49	5.77	5.64	5.50	5.38	5.36	5.24	5.31	5.35	5.87	5.74	-0.13
LOR DSCT - SHR DSCT	0.46	0.45	0.49	0.46	0.50	0.52	0.54	0.54	0.62	0.59	0.67	0.70	0.69	-0.01
 AMERICAN TOBACCO	 4.95	 5.14	 5.42	 5.42	 5.61	 5.42	 5.29	 5.51	 5.45	 5.19	 5.36	 5.51	 5.56	 0.05
AMR PREM - SHR PREM	4.40	4.24	4.29	4.24	4.23	4.20	4.06	4.03	4.00	3.96	4.06	4.01	3.80	-0.21
AMR DSCT - SHR DSCT	5.90	6.67	7.29	7.39	7.92	7.54	7.44	8.09	8.04	7.46	7.75	8.25	8.93	0.68
 LIGGETT	 2.35	 2.31	 2.38	 2.28	 2.54	 2.59	 2.34	 2.32	 2.04	 1.85	 1.87	 1.82	 1.68	 -0.14
LIG PREM - SHR PREM	0.90	0.91	0.87	0.84	0.87	0.81	0.73	0.72	0.70	0.72	0.68	0.71	0.65	-0.06
LIG DSCT - SHR DSCT	4.78	4.67	4.90	4.68	5.34	5.67	5.13	5.10	4.42	3.92	4.04	3.84	3.66	-0.18

\* EFFECTIVE OCT 1994 - INCLUDES ASSORTED PROMOTIONAL PRODUCT

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**INTEGRATED NIELSEN  
TOP 25 BRANDS  
REGION # 3  
DECEMBER 1994**

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
MARLBORO	30.23	29.47	28.35	28.35	3.65	3.26	4.33	4.33
MARLBORO B4G1F	0.01	0.05	0.19	0.19	0.01	0.05	0.19	0.19
DORAL	6.16	6.66	6.07	6.07	0.70	0.99	0.54	0.54
GPC	5.96	5.62	5.54	5.54	0.85	0.76	0.74	0.74
WINSTON	5.67	5.82	5.87	5.87	-0.42	-0.88	-0.33	-0.33
WINSTON LESS SELECT	4.54	4.60	4.72	4.72	-0.51	-0.39	-0.35	-0.35
WINSTON SELECT	1.13	1.21	1.15	1.15	0.09	-0.51	0.02	0.02
WINSTON SELECT LTS	0.64	0.68	0.67	0.67	0.02	-0.33	0.15	0.15
BASIC	3.61	3.70	3.72	3.72	-0.02	0.14	0.03	0.03
SALEM	3.49	3.51	3.54	3.54	-0.20	-0.15	-0.19	-0.19
KOOL	3.31	3.32	3.24	3.24	0.16	0.07	0.01	0.01
VIRGINIA SLIMS	3.23	3.20	3.19	3.19	-0.05	0.01	0.11	0.11
CAMEL FILTERS	3.23	3.19	3.15	3.15	0.35	0.35	0.44	0.44
CAMEL SPECIAL LTS	0.47	0.50	0.55	0.55	0.01	0.03	0.13	0.13
CAMEL NON-FILTER	0.53	0.53	0.53	0.53	-0.03	-0.04	-0.03	-0.03
BENSON+HEDGES	2.71	2.72	2.70	2.70	-0.06	-0.01	0.00	0.00
CAMBRIDGE	2.43	2.46	2.58	2.58	-0.30	-0.23	-0.30	-0.30
MERIT	2.31	2.33	2.26	2.26	-0.06	0.04	0.00	0.00
VANTAGE	1.59	1.59	1.61	1.61	-0.15	-0.08	-0.15	-0.15
MONARCH	1.57	1.70	1.89	1.89	-0.46	-0.26	-0.14	-0.14
NEWPORT	1.52	1.48	1.39	1.39	0.26	0.23	0.24	0.24
MISTY	1.32	1.24	1.09	1.09	0.37	0.32	0.25	0.25
CARLTON	1.26	1.31	1.30	1.30	-0.14	-0.07	-0.03	-0.03
BEST VALUE	1.26	1.44	1.79	1.79	-1.33	-1.24	-2.42	-2.42
MONTCLAIR	1.19	1.14	1.05	1.05	0.54	0.48	0.39	0.39
KENT	0.86	0.85	0.87	0.87	-0.13	-0.14	-0.15	-0.15
PALL MALL	0.80	0.82	0.85	0.85	-0.06	-0.03	-0.02	-0.02
CAPRI	0.78	0.77	0.75	0.75	0.05	0.05	0.11	0.11
VICEROY	0.68	0.68	0.76	0.76	-0.17	-0.15	-0.07	-0.07
HARLEY DAVIDSON	0.63	0.59	0.46	0.46	0.20	0.27	0.36	0.36
MORE	0.60	0.60	0.61	0.61	-0.04	-0.03	-0.06	-0.06

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**INTEGRATED NIELSEN  
TOP 25 BRANDS  
REGION # 3  
DECEMBER 1994**

	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
MARLBORO	26.58	26.67	27.12	27.15	27.47	28.17	28.59	28.02	28.90	29.28	29.23	28.75	30.23	1.48
MARLBORO B4G1F	0.00	0.00	0.00	0.00	0.00	0.41	0.85	0.48	0.20	0.09	0.08	0.06	0.01	-0.05
DORAL	5.46	5.68	5.82	6.01	5.51	5.42	5.58	5.76	6.11	6.79	6.78	7.15	6.16	-0.99
GPC	5.11	4.97	5.19	5.17	5.46	5.44	5.88	5.75	5.98	5.63	5.31	5.50	5.96	0.46
WINSTON	6.09	6.11	5.83	5.76	5.63	5.66	5.79	6.04	6.03	6.10	5.90	5.92	5.67	-0.25
WINSTON LESS SELECT	5.05	4.97	4.81	4.80	4.66	4.62	4.72	4.72	4.72	4.77	4.68	4.60	4.54	-0.06
WINSTON SELECT	1.04	1.14	1.02	0.97	0.97	1.03	1.07	1.33	1.31	1.33	1.21	1.32	1.13	-0.19
WINSTON SELECT LTS	0.62	0.72	0.60	0.60	0.58	0.59	0.60	0.76	0.74	0.77	0.72	0.70	0.64	-0.06
BASIC	3.63	3.54	3.61	3.67	3.86	3.96	3.82	3.70	3.68	3.73	3.85	3.65	3.61	-0.04
SALEM	3.69	3.59	3.58	3.57	3.51	3.50	3.51	3.56	3.57	3.58	3.54	3.52	3.49	-0.03
KOOL	3.15	3.15	3.08	3.15	3.12	3.15	3.29	3.42	3.32	3.21	3.30	3.35	3.31	-0.04
VIRGINIA SLIMS	3.28	3.27	3.24	3.20	3.17	3.23	3.13	3.16	3.14	3.19	3.20	3.18	3.23	0.05
CAMEL FILTERS	2.88	2.95	3.00	3.14	3.25	3.27	3.07	3.18	3.09	3.20	3.25	3.08	3.23	0.15
CAMEL SPECIAL LTS	0.46	0.67	0.59	0.63	0.70	0.63	0.52	0.47	0.48	0.47	0.57	0.45	0.47	0.02
CAMEL NON-FILTER	0.56	0.53	0.54	0.51	0.52	0.54	0.52	0.54	0.52	0.53	0.52	0.54	0.53	-0.01
BENSON+HEDGES	2.77	2.74	2.73	2.69	2.77	2.73	2.71	2.70	2.59	2.64	2.72	2.72	2.71	-0.01
CAMBRIDGE	2.73	2.80	2.67	2.58	2.65	2.66	2.57	2.66	2.65	2.45	2.46	2.51	2.43	-0.08
MERIT	2.37	2.33	2.25	2.24	2.22	2.27	2.23	2.23	2.21	2.20	2.30	2.39	2.31	-0.08
VANTAGE	1.74	1.71	1.65	1.66	1.57	1.63	1.60	1.60	1.59	1.55	1.57	1.60	1.59	-0.01
MONARCH	2.03	2.03	1.84	2.07	2.14	2.09	2.05	1.91	1.76	1.69	1.89	1.67	1.57	-0.10
NEWPORT	1.26	1.25	1.24	1.36	1.34	1.37	1.39	1.44	1.38	1.43	1.40	1.51	1.52	0.01
MISTY	0.95	0.99	1.02	1.00	1.05	1.06	1.05	1.08	1.07	1.07	1.19	1.19	1.32	0.13
CARLTON	1.40	1.34	1.35	1.33	1.32	1.32	1.25	1.26	1.25	1.28	1.32	1.36	1.26	-0.10
BEST VALUE	2.59	2.52	2.25	2.13	2.00	1.82	1.63	1.65	1.59	1.70	1.65	1.46	1.26	-0.20
MONTCLAIR	0.65	0.77	0.83	1.04	1.16	1.07	1.07	1.20	1.11	0.96	1.04	1.19	1.19	0.00
KENT	0.99	0.98	0.90	0.92	0.88	0.84	0.84	0.86	0.86	0.85	0.86	0.84	0.86	0.02
PALL MALL	0.86	0.82	0.86	0.85	0.86	0.88	0.88	0.86	0.88	0.85	0.86	0.81	0.80	-0.01
CAPRI	0.73	0.82	0.78	0.73	0.74	0.71	0.72	0.75	0.75	0.72	0.76	0.77	0.78	0.01
VICEROY	0.85	0.89	0.85	0.82	0.77	0.78	0.74	0.74	0.77	0.71	0.70	0.66	0.68	0.02
HARLEY DAVIDSON	0.43	0.48	0.42	0.44	0.45	0.44	0.41	0.35	0.36	0.40	0.49	0.64	0.63	-0.01
MORE	0.64	0.65	0.61	0.62	0.60	0.61	0.60	0.60	0.60	0.61	0.60	0.59	0.60	0.01

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**INTEGRATED NIELSEN  
DISCOUNT CATEGORY  
REGION # 3  
DECEMBER 1994**

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
<b>PRIVATE LABEL</b>								
<u>PL Share of Industry</u>								
PM PL	1.61	1.79	2.10	2.10	-0.88	-0.87	-1.50	-1.50
RJR PL	5.26	5.08	5.44	5.44	-0.63	-1.04	-0.60	-0.60
AMERICAN PL	0.51	0.49	0.60	0.60	0.01	0.04	0.26	0.26
LIGGETT PL	1.06	1.14	1.18	1.18	-0.15	-0.07	-0.19	-0.19
TOTAL PL	8.43	8.50	9.32	9.32	-1.67	-1.95	-2.03	-2.03
<u>PL Share of Segment</u>								
PM PL	19.07	21.09	22.56	22.56	-5.58	-4.40	-9.17	-9.17
RJR PL	62.36	59.70	58.33	58.33	4.03	1.10	5.07	5.07
AMERICAN PL	6.04	5.76	6.44	6.44	1.04	1.46	3.48	3.48
LIGGETT PL	12.53	13.45	12.67	12.67	0.51	1.83	0.62	0.62
<b>BRANDED DISCOUNT</b>								
BASIC	3.61	3.70	3.72	3.72	-0.02	0.14	0.03	0.03
BEST VALUE	1.26	1.44	1.79	1.79	-1.33	-1.24	-2.42	-2.42
MONARCH	1.57	1.70	1.89	1.89	-0.46	-0.26	-0.14	-0.14
GPC	5.96	5.62	5.54	5.54	0.85	0.76	0.74	0.74
RALEIGH EXTRA	0.25	0.27	0.41	0.41	-0.36	-0.37	-0.29	-0.29
DORAL	6.16	6.66	6.07	6.07	0.70	0.99	0.54	0.54
CAMBRIDGE	2.43	2.46	2.58	2.58	-0.30	-0.23	-0.30	-0.30
VICEROY	0.68	0.68	0.76	0.76	-0.17	-0.15	-0.07	-0.07
MISTY	1.32	1.24	1.09	1.09	0.37	0.32	0.25	0.25
MONTCLAIR	1.19	1.14	1.05	1.05	0.54	0.48	0.39	0.39
ALPINE	0.24	0.26	0.29	0.29	-0.11	-0.10	-0.10	-0.10
STERLING	0.07	0.09	0.15	0.15	-0.21	-0.24	-0.36	-0.36
BRISTOL	0.24	0.30	0.35	0.35	-0.19	-0.16	-0.24	-0.24
MAGNA	0.11	0.12	0.16	0.16	-0.13	-0.14	-0.19	-0.19
PYRAMID	0.10	0.08	0.18	0.18	-0.15	-0.09	-0.03	-0.03
RIVIERA	0.00	0.00	0.01	0.01	-0.02	-0.02	-0.04	-0.04
BUCKS	0.01	0.01	0.02	0.02	-0.03	-0.03	-0.04	-0.04
RICHLAND 20'S	0.02	0.03	0.03	0.03	-0.02	-0.01	-0.04	-0.04
AMERICAN FF/LTS	0.02	0.02	0.02	0.02	0.00	0.00	-0.02	-0.02
OLD GOLD	0.24	0.24	0.21	0.21	0.06	0.07	0.10	0.10
COVINGTON	0.01	0.01	0.07	0.07	-0.04	-0.03	0.06	0.06
A/O BRANDED DISCOUNT *	0.31	0.34	0.53	0.53	-0.31	-0.23	-0.04	-0.04
<b>TOTAL BRANDED DISCOUNT *</b>	<b>25.83</b>	<b>26.42</b>	<b>26.95</b>	<b>26.95</b>	<b>-1.29</b>	<b>-0.55</b>	<b>-2.19</b>	<b>-2.19</b>
<b>BASIC SHARE OF DISCOUNT</b>	<b>10.54</b>	<b>10.59</b>	<b>10.27</b>	<b>10.27</b>	<b>0.80</b>	<b>1.06</b>	<b>1.16</b>	<b>1.16</b>
<b>TOTAL DISCOUNT CATEGORY</b>	<b>34.26</b>	<b>34.92</b>	<b>36.27</b>	<b>36.27</b>	<b>-2.96</b>	<b>-2.50</b>	<b>-4.22</b>	<b>-4.22</b>

\* INCLUDES ASSORTED PROMOTIONAL PRODUCTS

2060071764

INTEGRATED NIELSEN DISCOUNT CATEGORY REGION # 3 DECEMBER 1994														
	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
<b>PRIVATE LABEL</b>														
<u>PL Share of Industry</u>														
PM PL	2.49	2.27	2.30	2.28	2.10	2.02	2.38	2.35	2.23	1.92	1.92	1.90	1.61	-0.29
RJR PL	5.89	5.75	6.02	5.92	5.83	5.48	5.39	5.39	5.07	5.24	4.83	5.10	5.26	0.16
AMERICAN PL	0.50	0.63	0.82	0.65	0.70	0.57	0.54	0.63	0.68	0.58	0.47	0.49	0.51	0.02
LIGGETT PL	1.21	1.06	1.09	1.03	1.16	1.29	1.30	1.30	1.32	1.18	1.24	1.16	1.06	-0.10
<b>TOTAL PL</b>	<b>10.10</b>	<b>9.71</b>	<b>10.23</b>	<b>9.88</b>	<b>9.79</b>	<b>9.36</b>	<b>9.61</b>	<b>9.67</b>	<b>9.29</b>	<b>8.92</b>	<b>8.45</b>	<b>8.65</b>	<b>8.43</b>	<b>-0.22</b>
<u>PL Share of Segment</u>														
PM PL	24.65	23.37	22.53	23.09	21.50	21.59	24.81	24.26	23.97	21.52	22.71	21.95	19.07	-2.88
RJR PL	58.33	59.21	58.83	59.91	59.53	58.54	56.04	55.78	54.59	58.79	57.13	58.99	62.36	3.37
AMERICAN PL	5.00	6.48	7.99	6.59	7.12	6.11	5.61	6.47	7.29	6.46	5.55	5.65	6.04	0.39
LIGGETT PL	12.02	10.94	10.64	10.42	11.85	13.75	13.55	13.49	14.15	13.23	14.62	13.42	12.53	-0.89
<u>BRANDED DISCOUNT</u>														
BASIC	3.63	3.54	3.61	3.67	3.86	3.96	3.82	3.70	3.68	3.73	3.85	3.65	3.61	-0.04
BEST VALUE	2.59	2.52	2.25	2.13	2.00	1.82	1.63	1.65	1.59	1.70	1.65	1.46	1.26	-0.20
MONARCH	2.03	2.03	1.84	2.07	2.14	2.09	2.05	1.91	1.76	1.69	1.89	1.67	1.57	-0.10
GPC	5.11	4.97	5.19	5.17	5.46	5.44	5.88	5.75	5.98	5.63	5.31	5.50	5.96	0.46
RALEIGH EXTRA	0.61	0.69	0.70	0.58	0.49	0.47	0.40	0.34	0.28	0.27	0.29	0.28	0.25	-0.03
DORAL	5.46	5.68	5.82	6.01	5.51	5.42	5.58	5.76	6.11	6.79	6.78	7.15	6.16	-0.99
CAMBRIDGE	2.73	2.80	2.67	2.58	2.65	2.66	2.57	2.66	2.65	2.45	2.46	2.51	2.43	-0.08
VICEROY	0.85	0.89	0.85	0.82	0.77	0.78	0.74	0.74	0.77	0.71	0.70	0.66	0.68	0.02
MISTY	0.95	0.99	1.02	1.00	1.05	1.06	1.05	1.08	1.07	1.07	1.19	1.19	1.32	0.13
MONTCLAIR	0.65	0.77	0.83	1.04	1.16	1.07	1.07	1.20	1.11	0.96	1.04	1.19	1.19	0.00
ALPINE	0.35	0.35	0.32	0.34	0.32	0.30	0.30	0.30	0.29	0.27	0.27	0.27	0.24	-0.03
STERLING	0.28	0.26	0.23	0.20	0.17	0.17	0.15	0.13	0.13	0.10	0.10	0.09	0.07	-0.02
BRISTOL	0.43	0.45	0.41	0.41	0.38	0.38	0.33	0.32	0.29	0.30	0.42	0.26	0.24	-0.02
MAGNA	0.24	0.24	0.22	0.19	0.18	0.18	0.17	0.16	0.15	0.14	0.13	0.13	0.11	-0.02
PYRAMID	0.25	0.34	0.38	0.31	0.32	0.28	0.14	0.09	0.07	0.07	0.07	0.07	0.10	0.03
RIVIERA	0.02	0.03	0.02	0.03	0.01	0.01	0.01	0.01	0.01	0.00	0.00	0.00	0.00	0.00
BUCKS	0.04	0.04	0.04	0.03	0.03	0.03	0.02	0.02	0.02	0.02	0.01	0.01	0.01	0.00
RICHLAND 20'S	0.04	0.04	0.04	0.05	0.04	0.04	0.04	0.03	0.04	0.02	0.03	0.03	0.02	-0.01
AMERICAN FF/LTS	0.02	0.02	0.02	0.03	0.02	0.02	0.02	0.01	0.01	0.01	0.01	0.02	0.02	0.00
OLD GOLD	0.18	0.17	0.19	0.18	0.19	0.20	0.21	0.21	0.23	0.22	0.24	0.25	0.24	-0.01
COVINGTON	0.05	0.08	0.17	0.18	0.13	0.12	0.07	0.08	0.01	0.01	0.01	0.02	0.01	-0.01
A/O BRANDED DISCOUNT *	0.62	0.64	0.56	0.58	0.72	0.72	0.68	0.67	0.47	0.40	0.37	0.33	0.31	-0.02
<b>TOTAL BRANDED DISCOUNT *</b>	<b>27.12</b>	<b>27.53</b>	<b>27.37</b>	<b>27.59</b>	<b>27.61</b>	<b>27.22</b>	<b>26.91</b>	<b>26.80</b>	<b>26.73</b>	<b>26.55</b>	<b>26.83</b>	<b>26.75</b>	<b>25.83</b>	<b>-0.92</b>
<b>BASIC SHARE OF DISCOUNT</b>	<b>9.74</b>	<b>9.51</b>	<b>9.59</b>	<b>9.80</b>	<b>10.31</b>	<b>10.82</b>	<b>10.45</b>	<b>10.16</b>	<b>10.22</b>	<b>10.51</b>	<b>10.92</b>	<b>10.32</b>	<b>10.54</b>	<b>0.22</b>
<b>TOTAL DISCOUNT CATEGORY</b>	<b>37.22</b>	<b>37.23</b>	<b>37.60</b>	<b>37.47</b>	<b>37.40</b>	<b>36.58</b>	<b>36.52</b>	<b>36.47</b>	<b>36.03</b>	<b>35.46</b>	<b>35.28</b>	<b>35.40</b>	<b>34.26</b>	<b>-1.14</b>

\* INCLUDES ASSORTED PROMOTIONAL PRODUCTS

206071765

**INTEGRATED NIELSEN  
COMPANY PERFORMANCE  
REGION # 4  
DECEMBER 1994**

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
PHILIP MORRIS	47.46	46.78	46.50	46.50	1.50	1.35	1.96	1.96
PM PREM*	36.49	35.88	34.89	34.89	2.73	2.82	4.16	4.16
PM DSCT	10.96	10.90	11.60	11.60	-1.23	-1.46	-2.14	-2.14
PM BRD DSCT	9.58	9.39	9.52	9.52	-0.23	-0.54	-0.98	-0.98
PM PL	1.38	1.48	2.07	2.07	-1.00	-0.95	-1.17	-1.17
PM AST PROMO < MRL B4G1F	0.29	0.20	0.07	0.07	0.29	0.19	0.00	0.00
R. J. REYNOLDS	26.99	27.28	28.19	28.19	-1.83	-2.13	-2.51	-2.51
RJR PREM*	17.25	17.32	17.38	17.38	0.04	-0.31	-0.15	-0.15
RJR DSCT	9.74	9.96	10.77	10.77	-1.84	-1.79	-2.28	-2.28
RJR BRD DSCT	7.13	7.55	8.12	8.12	-2.02	-1.89	-2.77	-2.77
RJR PL	2.60	2.41	2.65	2.65	0.17	0.10	0.49	0.49
RJR ASSORTED PROMO	0.11	0.11	0.07	0.07	0.08	0.08	-0.05	-0.05
BROWN & WILLIAMSON	10.51	10.62	10.62	10.62	-0.56	-0.55	-0.34	-0.34
B&W PREM	4.73	4.79	4.80	4.80	-0.29	-0.22	-0.16	-0.16
B&W DSCT	5.78	5.83	5.82	5.82	-0.27	-0.33	-0.18	-0.18
LORILLARD	6.54	6.56	6.32	6.32	0.45	0.53	0.51	0.51
LOR PREM	5.96	5.99	5.78	5.78	0.30	0.35	0.14	0.14
LOR DSCT	0.58	0.58	0.55	0.55	0.15	0.19	0.38	0.38
AMERICAN TOBACCO	6.58	6.61	6.47	6.47	0.52	0.61	0.50	0.50
AMR PREM	3.14	3.14	3.17	3.17	-0.06	-0.04	-0.01	-0.01
AMR DSCT	3.44	3.47	3.30	3.30	0.57	0.65	0.51	0.51
AMR BRD DSCT	2.45	2.49	2.34	2.34	0.50	0.52	0.26	0.26
AMR PL	0.99	0.98	0.96	0.96	0.08	0.13	0.25	0.25
LIGGETT	1.87	2.09	1.84	1.84	-0.05	0.18	-0.14	-0.14
LIG PREM	0.54	0.55	0.59	0.59	-0.11	-0.09	-0.11	-0.11
LIG DSCT	1.33	1.54	1.25	1.25	0.06	0.27	-0.03	-0.03
LIG BRD DSCT	0.21	0.19	0.23	0.23	-0.18	-0.18	-0.17	-0.17
LIG PL	1.12	1.35	1.02	1.02	0.24	0.45	0.13	0.13
A/O CO. - INTL	0.06	0.06	0.06	0.06	-0.01	0.01	0.02	0.02

\* EFFECTIVE OCT 1994 - INCLUDES ASSORTED PROMOTIONAL PRODUCT

991700902

**INTEGRATED NIELSEN  
COMPANY PERFORMANCE  
REGION # 4  
DECEMBER 1994**

	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
PHILIP MORRIS	45.96	45.02	45.76	45.91	46.44	46.98	46.86	47.14	46.81	46.64	46.08	46.63	47.46	0.83
PM PREM*	33.76	33.24	33.46	33.44	33.84	34.85	34.99	35.73	35.45	35.75	35.25	35.73	36.49	0.76
PM DSCT	12.19	11.76	12.29	12.44	12.57	12.11	11.86	11.39	11.32	10.85	10.82	10.90	10.96	0.06
PM BRD DSCT	9.81	9.84	9.83	9.79	9.79	9.56	9.58	9.36	9.35	9.02	9.12	9.44	9.58	0.14
PM PL	2.38	1.92	2.47	2.64	2.77	2.56	2.28	2.03	1.97	1.83	1.61	1.46	1.38	-0.08
PM AST PROMO < MRL B4G1F	0.00	0.01	0.01	0.04	0.03	0.02	0.02	0.02	0.04	0.04	0.14	0.15	0.29	0.14
R. J. REYNOLDS	28.82	29.80	29.06	28.94	28.71	28.14	27.99	28.00	28.19	27.90	27.70	27.24	26.99	-0.25
RJR PREM*	17.21	17.54	17.58	17.46	17.20	17.41	17.20	17.41	17.41	17.36	17.37	17.36	17.25	-0.11
RJR DSCT	11.58	12.22	11.42	11.43	11.44	10.67	10.72	10.51	10.71	10.48	10.32	9.87	9.74	-0.13
RJR BRD DSCT	9.15	9.25	8.64	8.54	8.52	7.73	8.01	7.94	8.17	8.13	8.07	7.55	7.13	-0.42
RJR PL	2.43	2.97	2.78	2.90	2.93	2.94	2.71	2.57	2.54	2.35	2.25	2.32	2.60	0.28
RJR ASSORTED PROMO	0.03	0.04	0.05	0.04	0.06	0.06	0.06	0.08	0.06	0.06	0.11	0.11	0.11	0.00
BROWN & WILLIAMSON	11.07	10.92	10.85	10.57	10.35	10.64	10.74	10.55	10.47	10.50	10.69	10.69	10.51	-0.18
B&W PREM	5.02	4.88	4.93	4.85	4.79	4.69	4.75	4.78	4.76	4.79	4.85	4.82	4.73	-0.09
B&W DSCT	6.05	6.04	5.92	5.71	5.56	5.95	5.99	5.77	5.71	5.72	5.84	5.87	5.78	-0.09
LORILLARD	6.09	6.12	6.14	6.28	6.31	6.18	6.17	6.23	6.30	6.41	6.50	6.66	6.54	-0.12
LOR PREM	5.66	5.69	5.69	5.77	5.77	5.56	5.64	5.68	5.70	5.82	5.93	6.07	5.96	-0.11
LOR DSCT	0.43	0.43	0.45	0.51	0.53	0.63	0.53	0.55	0.60	0.59	0.56	0.59	0.58	-0.01
AMERICAN TOBACCO	6.06	6.34	6.48	6.55	6.47	6.35	6.36	6.38	6.42	6.45	6.58	6.67	6.58	-0.09
AMR PREM	3.20	3.22	3.21	3.21	3.22	3.17	3.16	3.13	3.11	3.15	3.15	3.13	3.14	0.01
AMR DSCT	2.87	3.12	3.27	3.34	3.24	3.18	3.20	3.25	3.30	3.31	3.43	3.55	3.44	-0.11
AMR BRD DSCT	1.95	2.06	2.23	2.31	2.37	2.31	2.30	2.31	2.30	2.38	2.51	2.52	2.45	-0.07
AMR PL	0.91	1.06	1.04	1.03	0.87	0.87	0.90	0.94	1.00	0.92	0.92	1.02	0.99	-0.03
LIGGETT	1.92	1.72	1.63	1.70	1.68	1.66	1.83	1.66	1.76	2.05	2.39	2.05	1.87	-0.18
LIG PREM	0.65	0.63	0.59	0.63	0.62	0.59	0.59	0.60	0.57	0.57	0.55	0.56	0.54	-0.02
LIG DSCT	1.27	1.09	1.04	1.07	1.06	1.07	1.24	1.06	1.20	1.48	1.84	1.49	1.33	-0.16
LIG BRD DSCT	0.39	0.27	0.29	0.26	0.24	0.21	0.23	0.22	0.21	0.21	0.18	0.17	0.21	0.04
LIG PL	0.88	0.82	0.75	0.81	0.82	0.85	1.01	0.84	0.99	1.28	1.66	1.32	1.12	-0.20
A/O CO. - INTL	0.07	0.08	0.08	0.06	0.05	0.05	0.05	0.04	0.04	0.05	0.06	0.06	0.06	0.00

\* EFFECTIVE OCT 1994 - INCLUDES ASSORTED PROMOTIONAL PRODUCT

2060071767

**INTEGRATED NIELSEN  
REGION # 4  
DECEMBER 1994**

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
PHILIP MORRIS	47.46	46.78	46.50	46.50	1.50	1.35	1.96	1.96
PM PREM* - SHR PREM	53.54	52.97	52.36	52.36	2.04	2.26	3.39	3.39
PM DSCT - SHR DSCT	34.44	33.77	34.83	34.83	-1.01	-1.79	-2.27	-2.27
PM BRD DSC - SHR BRD DSC	37.22	36.04	35.80	35.80	1.92	0.92	0.84	0.84
PM PL - SHR PL	22.70	23.78	30.90	30.90	-13.36	-13.69	-15.43	-15.43
 MARLBORO	 28.74	 28.23	 27.22	 27.22	 2.64	 2.69	 3.97	 3.97
RED	10.06	10.04	9.87	9.87	0.25	0.40	1.04	1.04
MEDIUM	1.68	1.65	1.52	1.52	0.19	0.20	0.11	0.11
LIGHTS (NM)	13.28	12.92	12.23	12.23	1.66	1.60	2.02	2.02
MENTHOL	1.63	1.58	1.48	1.48	0.25	0.21	0.31	0.31
PM OTHER PREM	7.75	7.64	7.67	7.67	0.08	0.12	0.14	0.14
BENSON + HEDGES	1.66	1.63	1.65	1.65	-0.01	-0.05	-0.07	-0.07
MERIT	3.15	3.11	3.11	3.11	0.02	0.10	0.15	0.15
VIRGINIA SLIMS	2.55	2.52	2.52	2.52	0.10	0.10	0.09	0.09
PARLIAMENT	0.27	0.27	0.27	0.27	-0.01	0.00	0.00	0.00
SARATOGA	0.05	0.05	0.06	0.06	-0.01	-0.01	-0.01	-0.01
CAMBRIDGE	2.20	2.15	2.18	2.18	0.01	-0.02	-0.08	-0.08
ALPINE	0.55	0.57	0.60	0.60	-0.02	-0.02	-0.03	-0.03
BRISTOL	0.10	0.10	0.11	0.11	-0.03	-0.06	-0.14	-0.14
BASIC	6.54	6.42	6.44	6.44	-0.10	-0.30	-0.59	-0.59
PM PRIVATE LABEL	1.38	1.48	2.07	2.07	-1.00	-0.95	-1.17	-1.17
 R. J. REYNOLDS	 26.99	 27.28	 28.19	 28.19	 -1.83	 -2.13	 -2.51	 -2.51
RJR PREM* - SHR PREM	25.31	25.58	26.08	26.08	0.95	1.46	1.85	1.85
RJR DSCT - SHR DSCT	30.58	30.86	32.36	32.36	3.07	2.95	2.87	2.87
 BROWN & WILLIAMSON	 10.51	 10.62	 10.62	 10.62	 -0.56	 -0.55	 -0.34	 -0.34
B&W PREM - SHR PREM	6.94	7.08	7.20	7.20	0.72	0.61	0.70	0.70
B&W DSCT - SHR DSCT	18.16	18.05	17.47	17.47	0.58	0.33	1.26	1.26
 LORILLARD	 6.54	 6.56	 6.32	 6.32	 0.45	 0.53	 0.51	 0.51
LOR PREM - SHR PREM	8.74	8.84	8.67	8.67	0.11	0.19	-0.31	-0.31
LOR DSCT - SHR DSCT	1.83	1.80	1.65	1.65	0.57	0.67	1.19	1.19
 AMERICAN TOBACCO	 6.58	 6.61	 6.47	 6.47	 0.52	 0.61	 0.50	 0.50
AMR PREM - SHR PREM	4.60	4.64	4.75	4.75	0.27	-0.23	-0.32	-0.32
AMR DSCT - SHR DSCT	10.81	10.75	9.92	9.92	2.47	2.63	2.39	2.39
 LIGGETT	 1.87	 2.09	 1.84	 1.84	 -0.05	 0.18	 -0.14	 -0.14
LIG PREM - SHR PREM	0.80	0.81	0.88	0.88	0.19	-0.17	-0.24	-0.24
LIG DSCT - SHR DSCT	4.16	4.76	3.75	3.75	0.45	1.12	0.29	0.29

\* EFFECTIVE OCT 1994 - INCLUDES ASSORTED PROMOTIONAL PRODUCT

2060071768

**INTEGRATED NIELSEN  
REGION # 4  
DECEMBER 1994**

	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
PHILIP MORRIS	45.96	45.02	45.76	45.91	46.44	46.98	46.86	47.14	46.81	46.64	46.08	46.63	47.46	0.83
PM PREM* - SHR PREM	51.50	50.93	51.06	51.13	51.68	52.57	52.72	53.05	52.89	53.00	52.48	52.76	53.54	0.78
PM DSCT - SHR DSCT	35.45	33.93	35.73	36.04	36.52	36.04	35.36	35.01	34.46	33.45	32.97	33.77	34.44	0.67
PM BRD DSC - SHR BRD DSC	35.30	35.28	35.90	36.09	36.24	36.21	35.95	35.78	35.48	34.62	34.56	36.10	37.22	1.12
PM PL - SHR PL	36.06	28.39	35.08	35.83	37.54	35.40	33.06	31.88	30.34	28.67	24.99	23.86	22.70	-1.16
 MARLBORO	 26.10	 25.39	 25.70	 25.74	 26.11	 27.20	 27.40	 28.12	 27.94	 28.06	 27.73	 28.10	 28.74	 0.64
RED	9.81	9.40	9.50	9.48	9.73	9.78	9.69	10.28	10.11	10.27	10.04	9.99	10.06	0.07
MEDIUM	1.49	1.41	1.44	1.42	1.45	1.47	1.48	1.55	1.56	1.56	1.63	1.64	1.68	0.04
LIGHTS (NM)	11.62	11.38	11.60	11.66	11.74	12.09	11.83	12.42	12.46	12.69	12.53	12.87	13.28	0.41
MENTHOL	1.38	1.39	1.40	1.39	1.38	1.39	1.41	1.48	1.62	1.55	1.54	1.56	1.63	0.07
PM OTHER PREM	7.67	7.86	7.76	7.72	7.74	7.66	7.60	7.61	7.53	7.71	7.52	7.63	7.75	0.12
BENSON + HEDGES	1.67	1.67	1.68	1.64	1.70	1.61	1.65	1.63	1.60	1.68	1.62	1.59	1.66	0.07
MERIT	3.13	3.26	3.11	3.11	3.12	3.14	3.07	3.07	3.07	3.10	3.02	3.14	3.15	0.01
VIRGINIA SLIMS	2.45	2.50	2.56	2.56	2.51	2.51	2.48	2.52	2.48	2.54	2.49	2.52	2.55	0.03
PARLIAMENT	0.28	0.28	0.27	0.27	0.27	0.27	0.27	0.26	0.27	0.27	0.27	0.27	0.27	0.00
SARATOGA	0.06	0.06	0.07	0.07	0.06	0.06	0.06	0.06	0.05	0.05	0.05	0.05	0.05	0.00
CAMBRIDGE	2.19	2.17	2.16	2.19	2.23	2.21	2.20	2.28	2.24	2.02	2.03	2.21	2.20	-0.01
ALPINE	0.57	0.58	0.60	0.63	0.62	0.61	0.62	0.60	0.60	0.59	0.60	0.58	0.55	-0.03
BRISTOL	0.13	0.13	0.12	0.12	0.12	0.13	0.12	0.11	0.11	0.10	0.11	0.09	0.10	0.01
BASIC	6.64	6.69	6.69	6.62	6.64	6.42	6.45	6.21	6.23	6.15	6.31	6.38	6.54	0.16
PM PRIVATE LABEL	2.38	1.92	2.47	2.64	2.77	2.56	2.28	2.03	1.97	1.83	1.61	1.46	1.38	-0.08
 R. J. REYNOLDS	 28.82	 29.80	 29.06	 28.94	 28.71	 28.14	 27.99	 28.00	 28.19	 27.90	 27.70	 27.24	 26.99	 -0.25
RJR PREM* - SHR PREM	26.26	26.87	26.84	26.70	26.27	26.25	25.92	25.85	25.98	25.74	25.86	25.64	25.31	-0.33
RJR DSCT - SHR DSCT	33.65	35.25	33.20	33.13	33.25	31.76	31.97	32.32	32.61	32.32	31.45	30.59	30.58	-0.01
 BROWN & WILLIAMSON	 11.07	 10.92	 10.85	 10.57	 10.35	 10.64	 10.74	 10.55	 10.47	 10.50	 10.69	 10.69	 10.51	 -0.18
B&W PREM - SHR PREM	7.66	7.48	7.52	7.42	7.31	7.08	7.16	7.10	7.11	7.09	7.22	7.12	6.94	-0.18
B&W DSCT - SHR DSCT	17.58	17.41	17.22	16.55	16.15	17.69	17.86	17.73	17.37	17.63	17.79	18.18	18.16	-0.02
 LORILLARD	 6.09	 6.12	 6.14	 6.28	 6.31	 6.18	 6.17	 6.23	 6.30	 6.41	 6.50	 6.66	 6.54	 -0.12
LOR PREM - SHR PREM	8.63	8.72	8.69	8.82	8.82	8.38	8.50	8.44	8.51	8.62	8.83	8.96	8.74	-0.22
LOR DSCT - SHR DSCT	1.26	1.24	1.30	1.47	1.55	1.87	1.59	1.69	1.83	1.82	1.72	1.83	1.83	0.00
 AMERICAN TOBACCO	 6.06	 6.34	 6.48	 6.55	 6.47	 6.35	 6.36	 6.38	 6.42	 6.45	 6.58	 6.67	 6.58	 -0.09
AMR PREM - SHR PREM	4.87	4.93	4.89	4.90	4.92	4.78	4.77	4.64	4.65	4.66	4.70	4.62	4.60	-0.02
AMR DSCT - SHR DSCT	8.34	9.00	9.51	9.68	9.43	9.46	9.52	9.99	10.06	10.20	10.44	11.00	10.81	-0.19
 LIGGETT	 1.92	 1.72	 1.63	 1.70	 1.68	 1.66	 1.83	 1.66	 1.76	 2.05	 2.39	 2.05	 1.87	 -0.18
LIG PREM - SHR PREM	0.99	0.96	0.90	0.96	0.95	0.89	0.90	0.89	0.84	0.84	0.82	0.82	0.80	-0.02
LIG DSCT - SHR DSCT	3.71	3.14	3.02	3.10	3.08	3.18	3.69	3.25	3.65	4.57	5.61	4.61	4.16	-0.45

\* EFFECTIVE OCT 1994 - INCLUDES ASSORTED PROMOTIONAL PRODUCT

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**INTEGRATED NIELSEN  
TOP 25 BRANDS  
REGION # 4  
DECEMBER 1994**

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
MARLBORO	28.74	28.23	27.22	27.22	2.64	2.69	3.97	3.97
MARLBORO B4G1F	0.00	0.01	0.22	0.22	0.00	0.01	0.22	0.22
BASIC	6.54	6.42	6.44	6.44	-0.10	-0.30	-0.59	-0.59
WINSTON	5.84	5.90	6.01	6.01	-0.24	-0.60	-0.14	-0.14
WINSTON LESS SELECT	4.86	4.89	5.05	5.05	-0.49	-0.38	-0.24	-0.24
WINSTON SELECT	0.98	1.02	0.96	0.96	0.25	-0.21	0.10	0.10
WINSTON SELECT LTS	0.48	0.52	0.51	0.51	0.07	-0.25	0.11	0.11
DORAL	4.40	4.57	4.37	4.37	0.26	0.31	0.05	0.05
GPC	4.35	4.39	4.21	4.21	0.21	0.23	0.32	0.32
SALEM	4.23	4.22	4.25	4.25	-0.14	-0.08	-0.17	-0.17
NEWPORT	3.95	3.96	3.77	3.77	0.29	0.34	0.31	0.31
CAMEL FILTERS	3.95	3.98	3.94	3.94	0.43	0.41	0.46	0.46
CAMEL SPECIAL LTS	0.41	0.44	0.50	0.50	-0.02	0.02	0.15	0.15
CAMEL NON-FILTER	0.74	0.74	0.74	0.74	-0.03	-0.03	-0.06	-0.06
KOOL	3.70	3.75	3.75	3.75	-0.21	-0.17	-0.15	-0.15
MERIT	3.15	3.11	3.11	3.11	0.02	0.10	0.15	0.15
VIRGINIA SLIMS	2.55	2.52	2.52	2.52	0.10	0.10	0.09	0.09
CAMBRIDGE	2.20	2.15	2.18	2.18	0.01	-0.02	-0.08	-0.08
MONARCH	1.83	1.92	2.31	2.31	-1.36	-1.34	-1.08	-1.08
BENSON+HEDGES	1.66	1.63	1.65	1.65	-0.01	-0.05	-0.07	-0.07
PALL MALL	1.25	1.25	1.25	1.25	-0.04	-0.03	-0.04	-0.04
MISTY	1.23	1.26	1.19	1.19	0.17	0.19	0.19	0.19
CARLTON	1.19	1.19	1.19	1.19	0.05	0.05	0.06	0.06
VANTAGE	1.14	1.13	1.15	1.15	-0.04	-0.05	-0.13	-0.13
MONTCLAIR	1.13	1.14	1.03	1.03	0.42	0.44	0.28	0.28
VICEROY	1.01	1.00	1.08	1.08	-0.17	-0.17	-0.14	-0.14
KENT	0.97	0.98	0.99	0.99	-0.07	-0.08	-0.15	-0.15
NOW	0.68	0.68	0.70	0.70	-0.05	-0.05	-0.08	-0.08
MORE	0.57	0.56	0.57	0.57	0.00	-0.01	-0.04	-0.04
CAPRI	0.57	0.58	0.56	0.56	0.00	0.03	0.07	0.07
OLD GOLD	0.56	0.57	0.55	0.55	0.11	0.16	0.27	0.27

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**INTEGRATED NIELSEN  
TOP 25 BRANDS  
REGION # 4  
DECEMBER 1994**

	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
MARLBORO	26.10	25.39	25.70	25.74	26.11	27.20	27.40	28.12	27.94	28.06	27.73	28.10	28.74	0.64
MARLBORO B4G1F	0.00	0.00	0.00	0.00	0.00	0.58	1.10	0.48	0.29	0.09	0.03	0.01	0.00	-0.01
BASIC	6.64	6.69	6.69	6.62	6.64	6.42	6.45	6.21	6.23	6.15	6.31	6.38	6.54	0.16
WINSTON	6.08	6.20	6.23	6.04	5.80	5.98	5.90	6.08	6.08	6.08	5.99	5.90	5.84	-0.06
WINSTON LESS SELECT	5.35	5.41	5.29	5.17	5.04	5.12	5.01	4.96	5.01	4.93	4.88	4.93	4.86	-0.07
WINSTON SELECT	0.73	0.78	0.94	0.87	0.76	0.85	0.89	1.12	1.07	1.15	1.11	0.96	0.98	0.02
WINSTON SELECT LTS	0.41	0.44	0.54	0.49	0.42	0.46	0.47	0.57	0.56	0.60	0.59	0.50	0.48	-0.02
DORAL	4.14	4.24	4.28	4.41	4.32	4.10	4.09	4.07	4.43	4.68	4.79	4.55	4.40	-0.15
GPC	4.14	4.14	4.04	3.90	3.82	4.27	4.34	4.23	4.23	4.32	4.42	4.43	4.35	-0.08
SALEM	4.37	4.33	4.35	4.32	4.25	4.26	4.28	4.23	4.17	4.15	4.14	4.27	4.23	-0.04
NEWPORT	3.66	3.68	3.70	3.77	3.75	3.56	3.67	3.71	3.68	3.81	3.93	4.01	3.95	-0.06
CAMEL FILTERS	3.52	3.74	3.75	3.88	3.98	3.99	3.87	4.00	4.08	4.08	4.01	4.01	3.95	-0.06
CAMEL SPECIAL LTS	0.43	0.58	0.53	0.52	0.60	0.55	0.53	0.51	0.47	0.45	0.48	0.46	0.41	-0.05
CAMEL NON-FILTER	0.77	0.74	0.75	0.73	0.74	0.72	0.73	0.76	0.74	0.74	0.73	0.73	0.74	0.01
KOOL	3.91	3.80	3.85	3.80	3.75	3.65	3.70	3.72	3.70	3.76	3.78	3.77	3.70	-0.07
MERIT	3.13	3.26	3.11	3.11	3.12	3.14	3.07	3.07	3.07	3.10	3.02	3.14	3.15	0.01
VIRGINIA SLIMS	2.45	2.50	2.56	2.56	2.51	2.51	2.48	2.52	2.48	2.54	2.49	2.52	2.55	0.03
CAMBRIDGE	2.19	2.17	2.16	2.19	2.23	2.21	2.20	2.28	2.24	2.02	2.03	2.21	2.20	-0.01
MONARCH	3.19	3.26	2.66	2.43	2.59	2.06	2.36	2.33	2.30	2.16	2.06	1.90	1.83	-0.07
BENSON+HEDGES	1.67	1.67	1.68	1.64	1.70	1.61	1.65	1.63	1.60	1.68	1.62	1.59	1.66	0.07
PALL MALL	1.29	1.28	1.28	1.25	1.26	1.24	1.24	1.24	1.23	1.23	1.26	1.25	1.25	0.00
MISTY	1.06	1.07	1.12	1.17	1.16	1.13	1.17	1.20	1.18	1.24	1.27	1.28	1.23	-0.05
CARLTON	1.14	1.17	1.19	1.20	1.21	1.19	1.20	1.17	1.15	1.22	1.19	1.18	1.19	0.01
VANTAGE	1.18	1.20	1.16	1.17	1.13	1.20	1.15	1.12	1.13	1.10	1.14	1.12	1.14	0.02
MONTCLAIR	0.71	0.81	0.95	0.99	1.06	1.04	1.00	0.99	1.01	1.04	1.14	1.15	1.13	-0.02
VICEROY	1.18	1.17	1.16	1.18	1.16	1.13	1.13	1.05	1.04	1.00	1.00	1.00	1.01	0.01
KENT	1.04	1.04	1.01	1.01	1.00	0.98	0.96	0.96	0.98	0.97	0.98	1.00	0.97	-0.03
NOW	0.73	0.74	0.73	0.73	0.73	0.72	0.70	0.67	0.68	0.67	0.67	0.69	0.68	-0.01
MORE	0.57	0.59	0.61	0.59	0.58	0.54	0.57	0.55	0.53	0.54	0.58	0.54	0.57	0.03
CAPRI	0.57	0.54	0.55	0.54	0.55	0.54	0.55	0.57	0.58	0.56	0.60	0.57	0.57	0.00
OLD GOLD	0.45	0.45	0.46	0.52	0.54	0.63	0.54	0.56	0.60	0.59	0.56	0.58	0.56	-0.02

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**INTEGRATED NIELSEN  
DISCOUNT CATEGORY  
REGION # 4  
DECEMBER 1994**

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
<b>PRIVATE LABEL</b>								
<b>PL Share of Industry</b>								
PM PL	1.38	1.48	2.07	2.07	-1.00	-0.95	-1.17	-1.17
RJR PL	2.60	2.41	2.65	2.65	0.17	0.10	0.49	0.49
AMERICAN PL	0.99	0.98	0.96	0.96	0.08	0.13	0.25	0.25
LIGGETT PL	1.12	1.35	1.02	1.02	0.24	0.45	0.13	0.13
TOTAL PL	6.10	6.21	6.71	6.71	-0.50	-0.28	-0.28	-0.28
<b>PL Share of Segment</b>								
PM PL	22.70	23.78	30.90	30.90	-13.36	-13.69	-15.43	-15.43
RJR PL	42.73	38.78	39.51	39.51	5.98	3.18	8.61	8.61
AMERICAN PL	16.22	15.75	14.34	14.34	2.40	2.62	4.25	4.25
LIGGETT PL	18.36	21.68	15.25	15.25	5.00	7.89	2.57	2.57
<b>BRANDED DISCOUNT</b>								
BASIC	6.54	6.42	6.44	6.44	-0.10	-0.30	-0.59	-0.59
BEST VALUE	0.44	0.57	0.82	0.82	-0.56	-0.50	-1.18	-1.18
MONARCH	1.83	1.92	2.31	2.31	-1.36	-1.34	-1.08	-1.08
GPC	4.35	4.39	4.21	4.21	0.21	0.23	0.32	0.32
RALEIGH EXTRA	0.31	0.32	0.41	0.41	-0.27	-0.35	-0.28	-0.28
DORAL	4.40	4.57	4.37	4.37	0.26	0.31	0.05	0.05
CAMBRIDGE	2.20	2.15	2.18	2.18	0.01	-0.02	-0.08	-0.08
VICEROY	1.01	1.00	1.08	1.08	-0.17	-0.17	-0.14	-0.14
MISTY	1.23	1.26	1.19	1.19	0.17	0.19	0.19	0.19
MONTCLAIR	1.13	1.14	1.03	1.03	0.42	0.44	0.28	0.28
ALPINE	0.55	0.57	0.60	0.60	-0.02	-0.02	-0.03	-0.03
STERLING	0.11	0.12	0.19	0.19	-0.18	-0.21	-0.31	-0.31
BRISTOL	0.10	0.10	0.11	0.11	-0.03	-0.06	-0.14	-0.14
MAGNA	0.13	0.15	0.19	0.19	-0.13	-0.12	-0.19	-0.19
PYRAMID	0.14	0.12	0.16	0.16	-0.09	-0.09	-0.09	-0.09
RIVIERA	0.02	0.02	0.03	0.03	-0.03	-0.03	-0.07	-0.07
BUCKS	0.05	0.05	0.06	0.06	-0.02	-0.02	-0.03	-0.03
RICHLAND 20'S	0.12	0.11	0.12	0.12	-0.02	-0.04	-0.05	-0.05
AMERICAN FF/LTS	0.01	0.01	0.02	0.02	-0.01	-0.02	-0.03	-0.03
OLD GOLD	0.56	0.57	0.55	0.55	0.11	0.16	0.27	0.27
COVINGTON	0.00	0.00	0.00	0.00	-0.01	-0.01	0.00	0.00
A/O BRANDED DISCOUNT *	0.51	0.50	0.53	0.53	-0.21	-0.26	-0.26	-0.26
<b>TOTAL BRANDED DISCOUNT *</b>	<b>25.74</b>	<b>26.06</b>	<b>26.58</b>	<b>26.58</b>	<b>-2.06</b>	<b>-2.22</b>	<b>-3.46</b>	<b>-3.46</b>
<b>BASIC SHARE OF DISCOUNT</b>	<b>20.56</b>	<b>19.89</b>	<b>19.35</b>	<b>19.35</b>	<b>1.25</b>	<b>0.57</b>	<b>0.38</b>	<b>0.38</b>
<b>TOTAL DISCOUNT CATEGORY</b>	<b>31.83</b>	<b>32.27</b>	<b>33.29</b>	<b>33.29</b>	<b>-2.57</b>	<b>-2.50</b>	<b>-3.74</b>	<b>-3.74</b>

\* INCLUDES ASSORTED PROMOTIONAL PRODUCT

2060071772

**INTEGRATED NIELSEN  
DISCOUNT CATEGORY  
REGION # 4  
DECEMBER 1994**

	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
<b>PRIVATE LABEL</b>														
<u>PL Share of Industry</u>														
PM PL	2.38	1.92	2.47	2.64	2.77	2.56	2.28	2.03	1.97	1.83	1.61	1.46	1.38	-0.08
RJR PL	2.43	2.97	2.78	2.90	2.93	2.94	2.71	2.57	2.54	2.35	2.25	2.32	2.60	0.28
AMERICAN PL	0.91	1.06	1.04	1.03	0.87	0.87	0.90	0.94	1.00	0.92	0.92	1.02	0.99	-0.03
LIGGETT PL	0.88	0.82	0.75	0.81	0.82	0.85	1.01	0.84	0.99	1.28	1.66	1.32	1.12	-0.20
TOTAL PL	6.60	6.78	7.03	7.37	7.39	7.23	6.89	6.38	6.50	6.38	6.44	6.12	6.10	-0.02
<u>PL Share of Segment</u>														
PM PL	36.06	28.39	35.08	35.83	37.54	35.40	33.06	31.88	30.34	28.67	24.99	23.86	22.70	-1.16
RJR PL	36.75	43.89	39.47	39.29	39.62	40.73	39.30	40.29	39.06	36.86	34.97	37.90	42.73	4.83
AMERICAN PL	13.82	15.69	14.75	13.93	11.81	12.05	13.04	14.67	15.41	14.47	14.28	16.74	16.22	-0.52
LIGGETT PL	13.36	12.03	10.70	10.95	11.03	11.82	14.60	13.17	15.19	20.01	25.76	21.51	18.36	-3.15
<u>BRANDED DISCOUNT</u>														
BASIC	6.64	6.69	6.59	6.62	6.64	6.42	6.45	6.21	6.23	6.15	6.31	6.38	6.54	0.16
BEST VALUE	1.00	0.95	0.92	0.97	0.90	0.92	0.92	0.93	0.89	0.77	0.68	0.61	0.44	-0.17
MONARCH	3.19	3.26	2.66	2.43	2.59	2.06	2.36	2.33	2.30	2.16	2.06	1.90	1.83	-0.07
GPC	4.14	4.14	4.04	3.90	3.82	4.27	4.34	4.23	4.23	4.32	4.42	4.43	4.35	-0.08
RALEIGH EXTRA	0.58	0.57	0.58	0.49	0.45	0.42	0.41	0.38	0.34	0.30	0.32	0.32	0.31	-0.01
DORAL	4.14	4.24	4.28	4.41	4.32	4.10	4.09	4.07	4.43	4.68	4.79	4.55	4.40	-0.15
CAMBRIDGE	2.19	2.17	2.16	2.19	2.23	2.21	2.20	2.28	2.24	2.02	2.03	2.21	2.20	-0.01
VICEROY	1.18	1.17	1.16	1.18	1.16	1.13	1.13	1.05	1.04	1.00	1.00	1.00	1.01	0.01
MISTY	1.06	1.07	1.12	1.17	1.16	1.13	1.17	1.20	1.18	1.24	1.27	1.28	1.23	-0.05
MONTCLAIR	0.71	0.81	0.95	0.99	1.06	1.04	1.00	0.99	1.01	1.04	1.14	1.15	1.13	-0.02
ALPINE	0.57	0.58	0.60	0.63	0.62	0.61	0.62	0.60	0.60	0.59	0.60	0.58	0.55	-0.03
STERLING	0.29	0.27	0.27	0.25	0.24	0.21	0.19	0.19	0.15	0.15	0.14	0.11	0.11	0.00
BRISTOL	0.13	0.13	0.12	0.12	0.12	0.13	0.12	0.11	0.11	0.10	0.11	0.09	0.10	0.01
MAGNA	0.26	0.25	0.23	0.23	0.21	0.21	0.21	0.19	0.17	0.16	0.16	0.15	0.13	-0.02
PYRAMID	0.23	0.21	0.22	0.20	0.18	0.15	0.16	0.15	0.14	0.14	0.11	0.11	0.14	0.03
RIVIERA	0.05	0.04	0.05	0.04	0.03	0.03	0.03	0.03	0.02	0.02	0.02	0.02	0.02	0.00
BUCKS	0.07	0.07	0.07	0.07	0.06	0.06	0.06	0.05	0.05	0.05	0.06	0.06	0.05	-0.01
RICHLAND 20'S	0.14	0.15	0.14	0.14	0.13	0.12	0.11	0.10	0.10	0.10	0.11	0.11	0.12	0.01
AMERICAN FF/LTS	0.02	0.03	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.01	0.01	0.02	0.01	-0.01
OLD GOLD	0.45	0.45	0.46	0.52	0.54	0.63	0.54	0.56	0.60	0.59	0.56	0.58	0.56	-0.02
COVINGTON	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
A/O BRANDED DISCOUNT *	0.72	0.64	0.61	0.58	0.53	0.51	0.53	0.48	0.48	0.45	0.51	0.49	0.51	0.02
<b>TOTAL BRANDED DISCOUNT *</b>	<b>27.80</b>	<b>27.89</b>	<b>27.37</b>	<b>27.14</b>	<b>27.02</b>	<b>26.39</b>	<b>26.65</b>	<b>26.15</b>	<b>26.34</b>	<b>26.05</b>	<b>26.39</b>	<b>26.15</b>	<b>25.74</b>	<b>-0.41</b>
<b>BASIC SHARE OF DISCOUNT</b>	<b>19.31</b>	<b>19.29</b>	<b>19.43</b>	<b>19.19</b>	<b>19.29</b>	<b>19.11</b>	<b>19.23</b>	<b>19.09</b>	<b>18.98</b>	<b>18.98</b>	<b>19.21</b>	<b>19.77</b>	<b>20.56</b>	<b>0.79</b>
<b>TOTAL DISCOUNT CATEGORY</b>	<b>34.40</b>	<b>34.66</b>	<b>34.40</b>	<b>34.51</b>	<b>34.41</b>	<b>33.61</b>	<b>33.55</b>	<b>32.52</b>	<b>32.84</b>	<b>32.43</b>	<b>32.83</b>	<b>32.27</b>	<b>31.83</b>	<b>-0.44</b>

\* INCLUDES ASSORTED PROMOTIONAL PRODUCT

2060071773

**INTEGRATED NIELSEN  
COMPANY PERFORMANCE  
REGION # 5  
DECEMBER 1994**

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
PHILIP MORRIS	47.16	46.50	46.14	46.14	1.54	1.62	2.83	2.83
PM PREM*	40.92	40.53	39.86	39.86	1.91	2.19	3.57	3.57
PM DSCT	6.24	5.98	6.27	6.27	-0.33	-0.54	-0.69	-0.69
PM BRD DSCT	5.14	4.93	5.08	5.08	0.19	0.05	0.30	0.30
PM PL	1.10	1.04	1.19	1.19	-0.52	-0.59	-0.99	-0.99
PM AST PROMO < MRL B4G1F	0.10	0.07	0.03	0.03	0.07	0.05	-0.03	-0.03
R. J. REYNOLDS	26.99	27.87	28.57	28.57	-3.13	-3.27	-4.34	-4.34
RJR PREM*	15.51	15.71	15.68	15.68	-0.15	-0.38	-0.28	-0.28
RJR DSCT	11.48	12.16	12.83	12.83	-2.91	-2.82	-3.98	-3.98
RJR BRD DSCT	5.49	5.85	6.23	6.23	-1.67	-1.52	-2.04	-2.04
RJR PL	5.99	6.31	6.61	6.61	-1.24	-1.31	-1.93	-1.93
RJR ASSORTED PROMO	0.06	0.09	0.08	0.08	-0.01	0.03	-0.06	-0.06
BROWN & WILLIAMSON	13.66	13.55	13.61	13.61	0.66	0.63	0.79	0.79
B&W PREM	3.34	3.31	3.32	3.32	-0.08	-0.09	-0.07	-0.07
B&W DSCT	10.32	10.24	10.29	10.29	0.75	0.72	0.86	0.86
LORILLARD	3.96	3.97	3.79	3.79	0.23	0.26	0.20	0.20
LOR PREM	3.61	3.63	3.42	3.42	0.23	0.27	0.08	0.08
LOR DSCT	0.34	0.34	0.37	0.37	-0.01	-0.01	0.12	0.12
AMERICAN TOBACCO	6.83	6.67	6.55	6.55	0.71	0.68	1.04	1.04
AMR PREM	3.43	3.42	3.41	3.41	0.02	-0.02	-0.06	-0.06
AMR DSCT	3.40	3.25	3.14	3.14	0.70	0.70	1.10	1.10
AMR BRD DSCT	2.43	2.43	2.18	2.18	0.75	0.66	0.58	0.58
AMR PL	0.97	0.82	0.95	0.95	-0.05	0.04	0.51	0.51
LIGGETT	1.09	1.11	1.05	1.05	-0.07	-0.01	-0.41	-0.41
LIG PREM	0.40	0.40	0.40	0.40	-0.03	-0.03	-0.08	-0.08
LIG DSCT	0.69	0.71	0.65	0.65	-0.05	0.03	-0.33	-0.33
LIG BRD DSCT	0.09	0.08	0.09	0.09	-0.05	-0.07	-0.02	-0.02
LIG PL	0.60	0.63	0.56	0.56	0.01	0.10	-0.31	-0.31
A/O CO. - INTL	0.33	0.32	0.29	0.29	0.07	0.07	-0.11	-0.11

\* EFFECTIVE OCT 1994 - INCLUDES ASSORTED PROMOTIONAL PRODUCT

2060071774

**INTEGRATED NIELSEN  
COMPANY PERFORMANCE  
REGION # 5  
DECEMBER 1994**

	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
PHILIP MORRIS	45.62	45.11	45.61	45.81	45.80	45.92	46.47	46.54	46.52	46.13	46.04	46.17	47.16	0.99
PM PREM*	39.01	38.78	39.05	39.16	39.29	39.38	39.94	40.38	40.39	40.08	40.11	40.47	40.92	0.45
PM DSCT	6.57	6.31	6.53	6.63	6.49	6.53	6.53	6.16	6.11	6.04	5.93	5.70	6.24	0.54
PM BRD DSCT	4.95	4.96	5.16	5.30	5.18	5.08	5.21	5.09	5.07	5.08	4.84	4.76	5.14	0.38
PM PL	1.62	1.35	1.38	1.33	1.31	1.46	1.32	1.07	1.04	0.95	1.07	0.94	1.10	0.16
PM AST PROMO < MRL B4G1F	0.03	0.02	0.03	0.02	0.02	0.01	0.01	0.00	0.02	0.01	0.07	0.04	0.10	0.06
R. J. REYNOLDS	30.12	30.25	29.43	28.87	28.28	28.49	28.13	28.30	28.56	29.18	28.61	28.21	26.99	-1.22
RJR PREM*	15.66	15.83	15.59	15.52	15.55	15.49	15.62	15.56	15.78	15.99	15.85	15.82	15.51	-0.31
RJR DSCT	14.39	14.35	13.74	13.27	12.63	12.90	12.44	12.67	12.71	13.10	12.76	12.39	11.48	-0.91
RJR BRD DSCT	7.16	7.06	6.84	6.76	6.12	6.25	5.89	5.87	6.09	6.44	6.23	5.89	5.49	-0.40
RJR PL	7.23	7.29	6.90	6.51	6.51	6.65	6.54	6.80	6.61	6.66	6.53	6.49	5.99	-0.50
RJR ASSORTED PROMO	0.07	0.07	0.10	0.07	0.10	0.10	0.08	0.07	0.08	0.09	0.08	0.12	0.06	-0.06
BROWN & WILLIAMSON	13.00	13.41	13.35	13.18	14.08	14.14	13.98	13.76	13.58	13.24	13.44	13.53	13.66	0.13
B&W PREM	3.42	3.48	3.52	3.37	3.39	3.31	3.27	3.17	3.30	3.21	3.28	3.31	3.34	0.03
B&W DSCT	9.57	9.93	9.83	9.81	10.69	10.83	10.71	10.59	10.29	10.03	10.16	10.21	10.32	0.11
LORILLARD	3.73	3.75	3.84	3.81	3.73	3.63	3.63	3.66	3.73	3.75	3.99	3.97	3.96	-0.01
LOR PREM	3.38	3.36	3.46	3.42	3.36	3.26	3.26	3.30	3.34	3.41	3.64	3.64	3.61	-0.03
LOR DSCT	0.35	0.39	0.38	0.39	0.37	0.37	0.37	0.36	0.39	0.35	0.35	0.34	0.34	0.00
AMERICAN TOBACCO	6.12	6.42	6.61	7.01	6.76	6.39	6.37	6.37	6.29	6.34	6.46	6.69	6.83	0.14
AMR PREM	3.41	3.47	3.45	3.46	3.37	3.39	3.44	3.41	3.34	3.33	3.37	3.45	3.43	-0.02
AMR DSCT	2.70	2.95	3.16	3.54	3.39	2.99	2.93	2.96	2.96	3.01	3.09	3.24	3.40	0.16
AMR BRD DSCT	1.68	1.77	1.85	1.95	2.08	2.20	2.20	2.20	2.17	2.34	2.40	2.48	2.43	-0.05
AMR PL	1.02	1.18	1.32	1.59	1.31	0.79	0.73	0.76	0.78	0.67	0.69	0.76	0.97	0.21
LIGGETT	1.16	0.81	0.83	0.98	1.03	1.16	1.13	1.10	1.08	1.12	1.13	1.12	1.09	-0.03
LIG PREM	0.43	0.44	0.43	0.43	0.40	0.39	0.38	0.37	0.38	0.39	0.41	0.40	0.40	0.00
LIG DSCT	0.74	0.37	0.40	0.55	0.63	0.77	0.75	0.73	0.69	0.73	0.71	0.73	0.69	-0.04
LIG BRD DSCT	0.14	0.09	0.09	0.10	0.12	0.11	0.09	0.09	0.09	0.09	0.09	0.08	0.09	0.01
LIG PL	0.59	0.28	0.31	0.45	0.50	0.66	0.66	0.64	0.60	0.64	0.63	0.65	0.60	-0.05
A/O CO. - INTL	0.26	0.25	0.32	0.35	0.32	0.28	0.29	0.26	0.24	0.24	0.34	0.30	0.33	0.03

\* EFFECTIVE OCT 1994 - INCLUDES ASSORTED PROMOTIONAL PRODUCT

2060071775

INTEGRATED NIELSEN  
REGION # 5  
DECEMBER 1994

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
PHILIP MORRIS	47.16	46.50	46.14	46.14	1.54	1.62	2.83	2.83
PM PREM* - SHR PREM	60.76	60.35	60.23	60.23	1.11	1.51	2.63	2.63
PM DSCT - SHR DSCT	19.10	18.20	18.63	18.63	-0.01	-0.59	-0.30	-0.30
PM BRD DSC - SHR BRD DSC	21.41	20.49	20.87	20.87	0.71	0.24	1.55	1.55
PM PL - SHR PL	12.70	11.84	12.77	12.77	-2.78	-3.63	-5.35	-5.35
 MARLBORO	 31.46	 31.19	 30.50	 30.50	 2.01	 2.23	 3.49	 3.49
RED	11.52	11.66	11.59	11.59	0.05	0.38	1.13	1.13
MEDIUM	2.07	2.00	1.77	1.77	0.44	0.41	0.24	0.24
LIGHTS (NM)	12.55	12.40	12.05	12.05	0.94	0.99	1.43	1.43
MENTHOL	0.84	0.83	0.74	0.74	0.21	0.19	0.18	0.18
PM OTHER PREM	9.45	9.33	9.37	9.37	-0.13	-0.07	0.04	0.04
BENSON + HEDGES	3.67	3.65	3.71	3.71	-0.11	-0.04	0.06	0.06
MERIT	2.58	2.51	2.49	2.49	0.04	0.01	0.01	0.01
VIRGINIA SLIMS	2.48	2.47	2.45	2.45	-0.01	0.02	0.01	0.01
PARLIAMENT	0.43	0.43	0.42	0.42	0.01	0.00	-0.01	-0.01
SARATOGA	0.22	0.21	0.22	0.22	-0.02	-0.02	-0.02	-0.02
CAMBRIDGE	1.42	1.39	1.44	1.44	-0.03	-0.06	-0.10	-0.10
ALPINE	0.09	0.09	0.12	0.12	-0.08	-0.09	-0.06	-0.06
BRISTOL	0.02	0.02	0.02	0.02	0.01	0.00	-0.02	-0.02
BASIC	3.50	3.36	3.42	3.42	0.30	0.26	0.59	0.59
PM PRIVATE LABEL	1.10	1.04	1.19	1.19	-0.52	-0.59	-0.99	-0.99
 R. J. REYNOLDS	 26.99	 27.87	 28.57	 28.57	 -3.13	 -3.27	 -4.34	 -4.34
RJR PREM* - SHR PREM	23.03	23.40	23.69	23.69	-0.91	-1.29	-1.64	-1.64
RJR DSCT - SHR DSCT	35.15	37.01	38.14	38.14	-6.70	-6.21	-7.60	-7.60
 BROWN & WILLIAMSON	 13.66	 13.55	 13.61	 13.61	 0.66	 0.63	 0.79	 0.79
B&W PREM - SHR PREM	4.96	4.94	5.02	5.02	-0.28	-0.27	-0.36	-0.36
B&W DSCT - SHR DSCT	31.59	31.16	30.57	30.57	3.76	3.71	4.90	4.90
 LORILLARD	 3.96	 3.97	 3.79	 3.79	 0.23	 0.26	 0.20	 0.20
LOR PREM - SHR PREM	5.37	5.40	5.17	5.17	0.21	0.25	-0.14	-0.14
LOR DSCT - SHR DSCT	1.05	1.05	1.09	1.09	0.02	0.03	0.42	0.42
 AMERICAN TOBACCO	 6.83	 6.67	 6.55	 6.55	 0.71	 0.68	 1.04	 1.04
AMR PREM - SHR PREM	5.09	5.09	5.15	5.15	-0.13	-0.19	-0.35	-0.35
AMR DSCT - SHR DSCT	10.40	9.90	9.32	9.32	2.54	2.56	3.76	3.76
 LIGGETT	 1.09	 1.11	 1.05	 1.05	 -0.07	 -0.01	 -0.41	 -0.41
LIG PREM - SHR PREM	0.59	0.60	0.61	0.61	-0.06	-0.07	-0.14	-0.14
LIG DSCT - SHR DSCT	2.11	2.16	1.94	1.94	-0.03	0.19	-0.73	-0.73

\* EFFECTIVE OCT 1994 - INCLUDES ASSORTED PROMOTIONAL PRODUCT

20091776

**INTEGRATED NIELSEN  
REGION # 5  
DECEMBER 1994**

	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
PHILIP MORRIS	45.62	45.11	45.61	45.81	45.80	45.92	46.47	46.54	46.52	46.13	46.04	46.17	47.16	0.99
PM PREM* - SHR PREM	59.65	59.25	59.54	59.84	60.05	60.31	60.53	60.93	60.65	60.29	60.00	60.22	60.76	0.54
PM DSCT - SHR DSCT	19.11	18.36	19.15	19.34	18.93	18.96	19.31	18.36	18.39	18.10	17.90	17.39	19.10	1.71
PM BRD DSC - SHR BRD DSC	20.70	20.43	21.29	21.71	21.01	20.38	21.22	20.95	20.96	20.81	19.98	19.87	21.41	1.54
PM PL - SHR PL	15.48	13.36	13.91	13.50	13.62	15.26	14.23	11.58	11.52	10.69	11.97	10.68	12.70	2.02
 MARLBORO	 29.45	 29.00	 29.34	 29.60	 30.08	 30.15	 30.60	 31.07	 31.20	 30.95	 30.91	 31.15	 31.46	 0.31
RED	11.47	11.18	11.24	11.47	11.53	11.39	11.35	11.67	12.00	12.06	11.78	11.70	11.52	-0.18
MEDIUM	1.63	1.68	1.65	1.66	1.68	1.65	1.69	1.74	1.74	1.74	1.92	2.01	2.07	0.06
LIGHTS (NM)	11.61	11.51	11.76	11.90	12.15	11.72	11.70	12.06	12.33	12.16	12.25	12.35	12.55	0.20
MENTHOL	0.63	0.66	0.69	0.66	0.71	0.71	0.74	0.72	0.74	0.71	0.78	0.87	0.84	-0.03
PM OTHER PREM	9.58	9.80	9.73	9.58	9.23	9.23	9.33	9.31	9.21	9.14	9.20	9.32	9.45	0.13
BENSON + HEDGES	3.78	3.92	3.95	3.92	3.66	3.66	3.66	3.66	3.61	3.62	3.61	3.65	3.67	0.02
MERIT	2.54	2.59	2.50	2.47	2.44	2.49	2.55	2.47	2.46	2.44	2.43	2.49	2.58	0.09
VIRGINIA SLIMS	2.49	2.54	2.51	2.43	2.44	2.36	2.42	2.48	2.44	2.41	2.45	2.47	2.48	0.01
PARLIAMENT	0.42	0.43	0.43	0.43	0.40	0.42	0.42	0.41	0.42	0.39	0.42	0.42	0.43	0.01
SARATOGA	0.24	0.23	0.24	0.23	0.22	0.22	0.21	0.21	0.21	0.21	0.21	0.21	0.22	0.01
CAMBRIDGE	1.45	1.51	1.48	1.45	1.41	1.42	1.52	1.45	1.49	1.35	1.37	1.36	1.42	0.06
ALPINE	0.17	0.16	0.14	0.13	0.14	0.12	0.15	0.12	0.11	0.11	0.09	0.08	0.09	0.01
BRISTOL	0.01	0.01	0.02	0.03	0.02	0.02	0.03	0.02	0.02	0.03	0.02	0.03	0.02	-0.01
BASIC	3.20	3.17	3.41	3.59	3.53	3.44	3.42	3.42	3.37	3.52	3.32	3.22	3.50	0.28
PM PRIVATE LABEL	1.62	1.35	1.38	1.33	1.31	1.46	1.32	1.07	1.04	0.95	1.07	0.94	1.10	0.16
 R. J. REYNOLDS	 30.12	 30.25	 29.43	 28.87	 28.28	 28.49	 28.13	 28.30	 28.56	 29.18	 28.61	 28.21	 26.99	 -1.22
RJR PREM* - SHR PREM	23.94	24.19	23.78	23.72	23.76	23.72	23.67	23.48	23.70	24.06	23.71	23.55	23.03	-0.52
RJR DSCT - SHR DSCT	41.85	41.76	40.28	38.73	36.86	37.42	36.79	37.77	38.24	39.30	38.49	37.77	35.15	-2.62
 BROWN & WILLIAMSON	 13.00	 13.41	 13.35	 13.18	 14.08	 14.14	 13.98	 13.76	 13.58	 13.24	 13.44	 13.53	 13.66	 0.13
B&W PREM - SHR PREM	5.24	5.32	5.37	5.14	5.19	5.08	4.95	4.78	4.95	4.83	4.90	4.93	4.96	0.03
B&W DSCT - SHR DSCT	27.83	28.90	28.81	28.64	31.19	31.42	31.69	31.56	30.96	30.09	30.65	31.14	31.59	0.45
 LORILLARD	 3.73	 3.75	 3.84	 3.81	 3.73	 3.63	 3.63	 3.66	 3.73	 3.75	 3.99	 3.97	 3.96	 -0.01
LOR PREM - SHR PREM	5.16	5.13	5.27	5.22	5.13	4.99	4.93	4.98	5.01	5.12	5.44	5.41	5.37	-0.04
LOR DSCT - SHR DSCT	1.03	1.14	1.12	1.14	1.08	1.06	1.11	1.06	1.18	1.04	1.06	1.03	1.05	0.02
 AMERICAN TOBACCO	 6.12	 6.42	 6.61	 7.01	 6.76	 6.39	 6.37	 6.37	 6.29	 6.34	 6.46	 6.69	 6.83	 0.14
AMR PREM - SHR PREM	5.22	5.31	5.26	5.29	5.15	5.20	5.22	5.15	5.01	5.01	5.05	5.14	5.09	-0.05
AMR DSCT - SHR DSCT	7.86	8.59	9.27	10.34	9.90	8.69	8.65	8.82	8.90	9.02	9.31	9.88	10.40	0.52
 LIGGETT	 1.16	 0.81	 0.83	 0.98	 1.03	 1.16	 1.13	 1.10	 1.08	 1.12	 1.13	 1.12	 1.09	 -0.03
LIG PREM - SHR PREM	0.65	0.67	0.65	0.66	0.62	0.60	0.57	0.56	0.58	0.59	0.61	0.59	0.59	0.00
LIG DSCT - SHR DSCT	2.14	1.08	1.18	1.60	1.83	2.23	2.23	2.19	2.08	2.18	2.16	2.21	2.11	-0.10

\* EFFECTIVE OCT 1994 - INCLUDES ASSORTED PROMOTIONAL PRODUCT

2060071777

**INTEGRATED NIELSEN  
TOP 25 BRANDS  
REGION # 5  
DECEMBER 1994**

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
MARLBORO	31.46	31.19	30.50	30.50	2.01	2.23	3.49	3.49
MARLBORO B4G1F	0.01	0.05	0.27	0.27	0.01	0.05	0.27	0.27
GPC	9.81	9.72	9.64	9.64	1.08	1.12	1.29	1.29
CAMEL FILTERS	6.34	6.38	6.34	6.34	0.44	0.52	0.71	0.71
CAMEL SPECIAL LTS	0.55	0.57	0.61	0.61	-0.01	0.02	0.18	0.18
CAMEL NON-FILTER	0.83	0.86	0.86	0.86	-0.02	0.00	-0.02	-0.02
WINSTON	3.89	4.01	4.04	4.04	-0.36	-0.69	-0.53	-0.53
WINSTON LESS SELECT	3.20	3.22	3.29	3.29	-0.30	-0.32	-0.37	-0.37
WINSTON SELECT	0.69	0.79	0.75	0.75	-0.06	-0.38	-0.15	-0.15
WINSTON SELECT LTS	0.34	0.41	0.42	0.42	-0.10	-0.35	-0.01	-0.01
BENSON+HEDGES	3.67	3.65	3.71	3.71	-0.11	-0.04	0.06	0.06
BASIC	3.50	3.36	3.42	3.42	0.30	0.26	0.59	0.59
DORAL	3.39	3.45	3.01	3.01	0.63	0.67	0.27	0.27
MERIT	2.58	2.51	2.49	2.49	0.04	0.01	0.01	0.01
VIRGINIA SLIMS	2.48	2.47	2.45	2.45	-0.01	0.02	0.01	0.01
SALEM	2.34	2.30	2.34	2.34	-0.12	-0.16	-0.17	-0.17
KOOL	2.33	2.29	2.29	2.29	-0.05	-0.09	-0.08	-0.08
NEWPORT	1.60	1.61	1.60	1.60	0.04	0.08	0.18	0.18
MONTCLAIR	1.60	1.60	1.41	1.41	0.72	0.67	0.63	0.63
CARLTON	1.53	1.53	1.49	1.49	0.06	0.04	0.01	0.01
CAMBRIDGE	1.42	1.39	1.44	1.44	-0.03	-0.06	-0.10	-0.10
BEST VALUE	1.34	1.38	1.70	1.70	-0.99	-0.95	-1.63	-1.63
PALL MALL	1.16	1.17	1.18	1.18	-0.03	-0.02	-0.03	-0.03
KENT	0.96	0.97	0.98	0.98	-0.08	-0.07	-0.15	-0.15
MORE	0.95	0.95	0.92	0.92	0.00	0.00	-0.07	-0.07
CAPRI	0.82	0.82	0.81	0.81	0.06	0.09	0.11	0.11
MISTY	0.74	0.75	0.64	0.64	0.19	0.20	0.19	0.19
VANTAGE	0.59	0.61	0.62	0.62	-0.08	-0.06	-0.12	-0.12
MONARCH	0.59	0.85	1.33	1.33	-1.27	-1.15	-0.50	-0.50
TRUE	0.49	0.48	0.50	0.50	-0.06	-0.07	-0.07	-0.07
TAREYTON	0.49	0.49	0.50	0.50	-0.01	-0.02	-0.02	-0.02

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**INTEGRATED NIELSEN  
TOP 25 BRANDS  
REGION # 5  
DECEMBER 1994**

	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
MARLBORO	29.45	29.00	29.34	29.60	30.08	30.15	30.60	31.07	31.20	30.95	30.91	31.15	31.46	0.31
MARLBORO B4G1F	0.00	0.00	0.00	0.00	0.00	0.78	1.06	0.70	0.24	0.12	0.05	0.09	0.01	-0.08
GPC	8.73	9.06	9.00	9.05	9.97	10.14	10.02	10.00	9.72	9.49	9.65	9.68	9.81	0.13
CAMEL FILTERS	5.90	5.98	5.86	6.07	6.38	6.38	6.38	6.42	6.58	6.74	6.50	6.30	6.34	0.04
CAMEL SPECIAL LTS	0.56	0.60	0.59	0.60	0.73	0.71	0.68	0.56	0.54	0.56	0.60	0.57	0.55	-0.02
CAMEL NON-FILTER	0.85	0.87	0.87	0.87	0.85	0.86	0.85	0.85	0.87	0.87	0.87	0.89	0.83	-0.06
WINSTON	4.25	4.23	4.18	4.04	3.86	3.82	4.02	4.05	4.09	4.12	4.09	4.08	3.89	-0.19
WINSTON LESS SELECT	3.50	3.54	3.46	3.37	3.33	3.25	3.27	3.26	3.19	3.18	3.21	3.27	3.20	-0.07
WINSTON SELECT	0.75	0.69	0.72	0.67	0.53	0.57	0.75	0.80	0.90	0.94	0.88	0.81	0.69	-0.12
WINSTON SELECT LTS	0.44	0.42	0.44	0.42	0.30	0.33	0.40	0.44	0.51	0.52	0.46	0.45	0.34	-0.11
BENSON+HEDGES	3.78	3.92	3.95	3.92	3.66	3.66	3.66	3.66	3.61	3.62	3.61	3.65	3.67	0.02
BASIC	3.20	3.17	3.41	3.59	3.53	3.44	3.42	3.42	3.37	3.52	3.32	3.22	3.50	0.28
DORAL	2.76	2.72	2.60	2.58	2.41	2.42	2.71	3.09	3.35	3.67	3.46	3.51	3.39	-0.12
MERIT	2.54	2.59	2.50	2.47	2.44	2.49	2.55	2.47	2.46	2.44	2.43	2.49	2.58	0.09
VIRGINIA SLIMS	2.49	2.54	2.51	2.43	2.44	2.36	2.42	2.48	2.44	2.41	2.45	2.47	2.48	0.01
SALEM	2.46	2.50	2.49	2.43	2.36	2.32	2.32	2.24	2.23	2.29	2.25	2.31	2.34	0.03
KOOL	2.38	2.40	2.46	2.30	2.34	2.28	2.23	2.15	2.27	2.21	2.28	2.26	2.33	0.07
NEWPORT	1.56	1.54	1.63	1.62	1.62	1.56	1.56	1.59	1.64	1.62	1.64	1.61	1.60	-0.01
MONTCLAIR	0.88	1.02	1.14	1.23	1.29	1.47	1.40	1.50	1.43	1.49	1.56	1.63	1.60	-0.03
CARLTON	1.47	1.48	1.48	1.52	1.47	1.47	1.51	1.41	1.43	1.46	1.50	1.55	1.53	-0.02
CAMBRIDGE	1.45	1.51	1.48	1.45	1.41	1.42	1.52	1.45	1.49	1.35	1.37	1.36	1.42	0.06
BEST VALUE	2.33	2.27	2.02	1.95	1.90	1.95	1.68	1.49	1.55	1.64	1.47	1.33	1.34	0.01
PALL MALL	1.19	1.20	1.21	1.18	1.15	1.18	1.19	1.24	1.18	1.16	1.15	1.20	1.16	-0.04
KENT	1.04	1.02	1.06	1.02	0.98	0.94	0.94	0.96	0.96	0.95	0.97	0.97	0.96	-0.01
MORE	0.95	0.99	0.97	0.92	0.91	0.92	0.90	0.87	0.89	0.89	0.95	0.95	0.95	0.00
CAPRI	0.76	0.80	0.78	0.80	0.82	0.81	0.81	0.80	0.83	0.82	0.82	0.84	0.82	-0.02
MISTY	0.55	0.54	0.53	0.55	0.54	0.60	0.61	0.59	0.65	0.76	0.76	0.76	0.74	-0.02
VANTAGE	0.67	0.66	0.66	0.64	0.64	0.63	0.63	0.61	0.60	0.58	0.60	0.65	0.59	-0.06
MONARCH	1.86	1.86	2.03	2.07	1.65	1.69	1.30	1.11	1.02	0.96	1.12	0.89	0.59	-0.30
TRUE	0.55	0.56	0.54	0.53	0.49	0.50	0.50	0.49	0.49	0.49	0.48	0.49	0.49	0.00
TAREYTON	0.50	0.54	0.52	0.52	0.51	0.50	0.51	0.52	0.48	0.48	0.50	0.48	0.49	0.01

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**INTEGRATED NIELSEN  
DISCOUNT CATEGORY  
REGION # 5  
DECEMBER 1994**

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
<b>PRIVATE LABEL</b>								
<b>PL Share of Industry</b>								
PM PL	1.10	1.04	1.19	1.19	-0.52	-0.59	-0.99	-0.99
RJR PL	5.99	6.31	6.61	6.61	-1.24	-1.31	-1.93	-1.93
AMERICAN PL	0.97	0.82	0.95	0.95	-0.05	0.04	0.51	0.51
LIGGETT PL	0.60	0.63	0.56	0.56	0.01	0.10	-0.31	-0.31
<b>TOTAL PL</b>	<b>8.66</b>	<b>8.80</b>	<b>9.31</b>	<b>9.31</b>	<b>-1.81</b>	<b>-1.76</b>	<b>-2.72</b>	<b>-2.72</b>
<b>PL Share of Segment</b>								
PM PL	12.70	11.84	12.77	12.77	-2.78	-3.63	-5.35	-5.35
RJR PL	69.13	71.75	70.98	70.98	0.06	-0.36	0.01	0.01
AMERICAN PL	11.18	9.28	10.24	10.24	1.39	1.89	6.59	6.59
LIGGETT PL	6.98	7.13	6.01	6.01	1.32	2.11	-1.24	-1.24
<b>BRANDED DISCOUNT</b>								
BASIC	3.50	3.36	3.42	3.42	0.30	0.26	0.59	0.59
BEST VALUE	1.34	1.38	1.70	1.70	-0.99	-0.95	-1.63	-1.63
MONARCH	0.59	0.85	1.33	1.33	-1.27	-1.15	-0.50	-0.50
GPC	9.81	9.72	9.64	9.64	1.08	1.12	1.29	1.29
RALEIGH EXTRA	0.04	0.05	0.10	0.10	-0.15	-0.16	-0.15	-0.15
DORAL	3.39	3.45	3.01	3.01	0.63	0.67	0.27	0.27
CAMBRIDGE	1.42	1.39	1.44	1.44	-0.03	-0.06	-0.10	-0.10
VICEROY	0.45	0.45	0.53	0.53	-0.17	-0.22	-0.25	-0.25
MISTY	0.74	0.75	0.64	0.64	0.19	0.20	0.19	0.19
MONTCLAIR	1.60	1.60	1.41	1.41	0.72	0.67	0.63	0.63
ALPINE	0.09	0.09	0.12	0.12	-0.08	-0.09	-0.06	-0.06
STERLING	0.03	0.03	0.04	0.04	-0.01	-0.03	-0.07	-0.07
BRISTOL	0.02	0.02	0.02	0.02	0.01	0.00	-0.02	-0.02
MAGNA	0.03	0.03	0.04	0.04	-0.03	-0.04	-0.09	-0.09
PYRAMID	0.01	0.01	0.01	0.01	-0.01	-0.01	-0.01	-0.01
RIVIERA	0.01	0.00	0.01	0.01	-0.03	-0.04	-0.04	-0.04
BUCKS	0.02	0.02	0.03	0.03	-0.03	-0.03	-0.05	-0.05
RICHLAND 20'S	0.01	0.01	0.01	0.01	-0.02	-0.02	-0.04	-0.04
AMERICAN FF/LTS	0.03	0.03	0.05	0.05	-0.04	-0.05	-0.08	-0.08
OLD GOLD	0.34	0.34	0.37	0.37	-0.03	-0.02	0.10	0.10
COVINGTON	0.00	0.00	0.00	0.00	-0.01	0.00	0.00	0.00
A/O BRANDED DISCOUNT *	0.53	0.48	0.42	0.42	0.04	-0.06	-0.35	-0.35
<b>TOTAL BRANDED DISCOUNT *</b>	<b>23.99</b>	<b>24.05</b>	<b>24.34</b>	<b>24.34</b>	<b>0.07</b>	<b>-0.06</b>	<b>-0.38</b>	<b>-0.38</b>
<b>BASIC SHARE OF DISCOUNT</b>	<b>10.72</b>	<b>10.22</b>	<b>10.16</b>	<b>10.16</b>	<b>1.43</b>	<b>1.28</b>	<b>2.45</b>	<b>2.45</b>
<b>TOTAL DISCOUNT CATEGORY</b>	<b>32.65</b>	<b>32.85</b>	<b>33.64</b>	<b>33.64</b>	<b>-1.74</b>	<b>-1.82</b>	<b>-3.11</b>	<b>-3.11</b>

\* INCLUDES ASSORTED PROMOTIONAL PRODUCTS

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**INTEGRATED NIELSEN  
DISCOUNT CATEGORY  
REGION # 5  
DECEMBER 1994**

	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
<b>PRIVATE LABEL</b>														
<u>PL Share of Industry</u>														
PM PL	1.62	1.35	1.38	1.33	1.31	1.46	1.32	1.07	1.04	0.95	1.07	0.94	1.10	0.16
RJR PL	7.23	7.29	6.90	6.51	6.51	6.65	6.54	6.80	6.61	6.66	6.53	6.49	5.99	-0.50
AMERICAN PL	1.02	1.18	1.32	1.59	1.31	0.79	0.73	0.76	0.78	0.67	0.69	0.76	0.97	0.21
LIGGETT PL	0.59	0.28	0.31	0.45	0.50	0.66	0.66	0.64	0.60	0.64	0.63	0.65	0.60	-0.05
TOTAL PL	10.47	10.09	9.90	9.89	9.64	9.56	9.25	9.28	9.03	8.92	8.91	8.85	8.66	-0.19
<u>PL Share of Segment</u>														
PM PL	15.48	13.36	13.91	13.50	13.62	15.26	14.23	11.58	11.52	10.69	11.97	10.68	12.70	2.02
RJR PL	69.07	72.23	69.66	65.86	67.55	69.54	70.76	73.35	73.20	74.69	73.22	73.39	69.13	-4.26
AMERICAN PL	9.79	11.66	13.31	16.07	13.60	8.26	7.88	8.17	8.66	7.48	7.70	8.61	11.18	2.57
LIGGETT PL	5.66	2.74	3.12	4.57	5.24	6.94	7.13	6.90	6.62	7.14	7.11	7.33	6.98	-0.35
<u>BRANDED DISCOUNT</u>														
BASIC	3.20	3.17	3.41	3.59	3.53	3.44	3.42	3.42	3.37	3.52	3.32	3.22	3.50	0.28
BEST VALUE	2.33	2.27	2.02	1.95	1.90	1.95	1.68	1.49	1.55	1.64	1.47	1.33	1.34	0.01
MONARCH	1.86	1.86	2.03	2.07	1.65	1.69	1.30	1.11	1.02	0.96	1.12	0.89	0.59	-0.30
GPC	8.73	9.06	9.00	9.05	9.97	10.14	10.02	10.00	9.72	9.49	9.65	9.68	9.81	0.13
RALEIGH EXTRA	0.19	0.19	0.17	0.16	0.13	0.11	0.12	0.08	0.08	0.06	0.05	0.07	0.04	-0.03
DORAL	2.76	2.72	2.60	2.58	2.41	2.42	2.71	3.09	3.35	3.67	3.46	3.51	3.39	-0.12
CAMBRIDGE	1.45	1.51	1.48	1.45	1.41	1.42	1.52	1.45	1.49	1.35	1.37	1.36	1.42	0.06
VICEROY	0.62	0.65	0.64	0.59	0.58	0.56	0.56	0.51	0.49	0.48	0.46	0.46	0.45	-0.01
MISTY	0.55	0.54	0.53	0.55	0.54	0.60	0.61	0.59	0.65	0.76	0.76	0.76	0.74	-0.02
MONTCLAIR	0.88	1.02	1.14	1.23	1.29	1.47	1.40	1.50	1.43	1.49	1.56	1.63	1.60	-0.03
ALPINE	0.17	0.16	0.14	0.13	0.14	0.12	0.15	0.12	0.11	0.11	0.09	0.08	0.09	0.01
STERLING	0.04	0.04	0.04	0.03	0.03	0.04	0.05	0.04	0.03	0.03	0.04	0.03	0.03	0.00
BRISTOL	0.01	0.01	0.02	0.03	0.02	0.02	0.03	0.02	0.02	0.03	0.02	0.03	0.02	-0.01
MAGNA	0.06	0.06	0.04	0.04	0.03	0.03	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.00
PYRAMID	0.02	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.00
RIVIERA	0.04	0.03	0.02	0.03	0.02	0.02	0.01	0.01	0.00	0.00	0.00	0.01	0.01	0.00
BUCKS	0.05	0.05	0.06	0.05	0.04	0.03	0.03	0.02	0.03	0.03	0.02	0.02	0.02	0.00
RICHLAND 20'S	0.03	0.03	0.02	0.02	0.01	0.01	0.01	0.01	0.00	0.00	0.00	0.01	0.01	0.00
AMERICAN FF/LTS	0.07	0.07	0.06	0.05	0.10	0.04	0.06	0.04	0.03	0.03	0.03	0.03	0.03	0.00
OLD GOLD	0.37	0.40	0.39	0.40	0.38	0.37	0.38	0.36	0.39	0.35	0.35	0.34	0.34	0.00
COVINGTON	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
A/O BRANDED DISCOUNT *	0.49	0.42	0.39	0.40	0.45	0.40	0.46	0.39	0.38	0.38	0.41	0.47	0.53	0.06
<b>TOTAL BRANDED DISCOUNT *</b>	<b>23.92</b>	<b>24.27</b>	<b>24.21</b>	<b>24.39</b>	<b>24.63</b>	<b>24.90</b>	<b>24.55</b>	<b>24.28</b>	<b>24.19</b>	<b>24.42</b>	<b>24.24</b>	<b>23.95</b>	<b>23.99</b>	<b>0.04</b>
<b>BASIC SHARE OF DISCOUNT</b>	<b>9.29</b>	<b>9.24</b>	<b>10.00</b>	<b>10.47</b>	<b>10.30</b>	<b>9.99</b>	<b>10.12</b>	<b>10.18</b>	<b>10.14</b>	<b>10.56</b>	<b>10.01</b>	<b>9.81</b>	<b>10.72</b>	<b>0.91</b>
<b>TOTAL DISCOUNT CATEGORY</b>	<b>34.39</b>	<b>34.36</b>	<b>34.12</b>	<b>34.27</b>	<b>34.27</b>	<b>34.46</b>	<b>33.80</b>	<b>33.56</b>	<b>33.22</b>	<b>33.35</b>	<b>33.15</b>	<b>32.80</b>	<b>32.65</b>	<b>-0.15</b>

\* INCLUDES ASSORTED PROMOTIONAL PRODUCT

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**INTEGRATED NIELSEN  
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	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
PHILIP MORRIS	47.95	47.48	47.82	47.82	0.51	0.40	1.90	1.90
PM PREM*	40.09	39.60	39.19	39.19	1.92	1.89	3.87	3.87
PM DSCT	7.86	7.88	8.63	8.63	-1.40	-1.49	-1.97	-1.97
PM BRD DSCT	6.53	6.47	6.80	6.80	-0.43	-0.60	-0.71	-0.71
PM PL	1.33	1.40	1.83	1.83	-0.97	-0.90	-1.26	-1.26
PM AST PROMO < MRL B4G1F	0.25	0.17	0.04	0.04	0.25	0.17	0.03	0.03
R. J. REYNOLDS	27.03	27.71	28.09	28.09	-2.29	-2.41	-3.53	-3.53
RJR PREM*	15.54	15.75	15.76	15.76	-0.17	-0.53	-0.28	-0.28
RJR DSCT	11.49	11.97	12.33	12.33	-2.12	-1.87	-3.24	-3.24
RJR BRD DSCT	7.13	7.59	7.68	7.68	-1.33	-1.08	-2.11	-2.11
RJR PL	4.36	4.38	4.65	4.65	-0.79	-0.79	-1.13	-1.13
RJR ASSORTED PROMO	0.08	0.08	0.02	0.02	0.08	0.08	0.02	0.02
BROWN & WILLIAMSON	10.86	10.71	10.69	10.69	0.32	0.28	0.22	0.22
B&W PREM	4.13	4.11	4.09	4.09	-0.06	-0.05	0.00	0.00
B&W DSCT	6.73	6.59	6.60	6.60	0.38	0.32	0.22	0.22
LORILLARD	6.93	6.86	6.50	6.50	0.60	0.73	0.76	0.76
LOR PREM	6.63	6.56	6.22	6.22	0.52	0.63	0.58	0.58
LOR DSCT	0.30	0.30	0.28	0.28	0.08	0.10	0.18	0.18
AMERICAN TOBACCO	5.76	5.63	5.36	5.36	0.85	0.81	0.65	0.65
AMR PREM	2.08	2.11	2.12	2.12	-0.09	-0.06	-0.06	-0.06
AMR DSCT	3.68	3.52	3.24	3.24	0.94	0.87	0.70	0.70
AMR BRD DSCT	2.68	2.64	2.32	2.32	0.89	0.82	0.46	0.46
AMR PL	1.00	0.89	0.91	0.91	0.05	0.07	0.23	0.23
LIGGETT	1.42	1.55	1.48	1.48	0.01	0.19	0.00	0.00
LIG PREM	0.25	0.27	0.27	0.27	-0.04	-0.03	-0.08	-0.08
LIG DSCT	1.17	1.28	1.21	1.21	0.06	0.21	0.08	0.08
LIG BRD DSCT	0.10	0.09	0.15	0.15	-0.17	-0.16	-0.17	-0.17
LIG PL	1.08	1.19	1.06	1.06	0.24	0.38	0.25	0.25
A/O CO. - INTL	0.05	0.06	0.06	0.06	-0.01	0.01	0.01	0.01

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	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
PHILIP MORRIS	47.44	46.89	47.57	47.62	48.03	48.51	48.57	48.08	48.10	47.81	47.33	47.06	47.95	0.89
PM PREM*	38.17	37.90	38.21	38.37	38.76	39.35	39.69	39.48	39.60	39.72	39.32	39.29	40.09	0.80
PM DSCT	9.26	8.99	9.37	9.25	9.27	9.16	8.88	8.61	8.50	8.10	8.02	7.77	7.86	0.09
PM BRD DSCT	6.96	7.10	7.22	6.98	7.02	7.00	6.84	6.79	6.81	6.55	6.49	6.38	6.53	0.15
PM PL	2.30	1.89	2.15	2.27	2.25	2.16	2.04	1.81	1.69	1.55	1.49	1.38	1.33	-0.05
PM AST PROMO < MRL B4G1F	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.17	0.25	0.08
R. J. REYNOLDS	29.32	29.63	28.95	28.59	28.15	27.61	27.47	27.77	27.94	28.20	28.16	28.09	27.03	-1.06
RJR PREM*	15.71	15.82	15.68	15.64	15.60	15.67	15.56	15.87	15.95	16.04	15.87	15.87	15.54	-0.33
RJR DSCT	13.61	13.81	13.27	12.95	12.55	11.94	11.91	11.90	11.99	12.16	12.28	12.22	11.49	-0.73
RJR BRD DSCT	8.46	8.51	7.95	7.92	7.72	7.30	7.43	7.39	7.57	7.81	7.94	7.79	7.13	-0.66
RJR PL	5.15	5.30	5.32	5.04	4.83	4.64	4.48	4.52	4.42	4.36	4.35	4.44	4.36	-0.08
RJR ASSORTED PROMO	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.10	0.08	-0.02
BROWN & WILLIAMSON	10.54	10.69	10.69	10.37	10.63	10.79	10.92	10.89	10.80	10.43	10.60	10.62	10.86	0.24
B&W PREM	4.19	4.20	4.15	4.11	4.07	4.01	4.07	4.14	4.04	4.00	4.08	4.11	4.13	0.02
B&W DSCT	6.35	6.49	6.54	6.27	6.56	6.78	6.85	6.76	6.76	6.43	6.51	6.51	6.73	0.22
LORILLARD	6.33	6.34	6.25	6.38	6.28	6.28	6.32	6.47	6.39	6.64	6.74	6.90	6.93	0.03
LOR PREM	6.11	6.11	6.03	6.12	6.01	5.98	6.04	6.18	6.08	6.35	6.44	6.60	6.63	0.03
LOR DSCT	0.22	0.23	0.22	0.26	0.27	0.30	0.28	0.28	0.31	0.29	0.30	0.31	0.30	-0.01
AMERICAN TOBACCO	4.91	5.15	5.25	5.42	5.42	5.31	5.24	5.22	5.19	5.22	5.39	5.72	5.76	0.04
AMR PREM	2.17	2.18	2.15	2.15	2.15	2.14	2.12	2.11	2.07	2.11	2.13	2.11	2.08	-0.03
AMR DSCT	2.74	2.97	3.09	3.27	3.26	3.17	3.13	3.11	3.12	3.11	3.25	3.61	3.68	0.07
AMR BRD DSCT	1.79	1.96	1.99	2.17	2.22	2.31	2.28	2.28	2.29	2.34	2.52	2.72	2.68	-0.04
AMR PL	0.95	1.01	1.10	1.10	1.04	0.85	0.84	0.84	0.82	0.77	0.73	0.90	1.00	0.10
LIGGETT	1.41	1.25	1.24	1.56	1.45	1.46	1.43	1.47	1.53	1.63	1.72	1.54	1.42	-0.12
LIG PREM	0.29	0.32	0.28	0.28	0.28	0.26	0.25	0.25	0.26	0.27	0.28	0.28	0.25	-0.03
LIG DSCT	1.11	0.93	0.96	1.28	1.17	1.20	1.18	1.22	1.26	1.37	1.44	1.26	1.17	-0.09
LIG BRD DSCT	0.27	0.19	0.17	0.18	0.21	0.20	0.19	0.19	0.12	0.09	0.09	0.09	0.10	0.01
LIG PL	0.84	0.74	0.78	1.09	0.96	1.00	0.99	1.03	1.15	1.27	1.35	1.17	1.08	-0.09
A/O CO. - INTL	0.06	0.05	0.06	0.05	0.04	0.05	0.06	0.09	0.06	0.06	0.06	0.06	0.05	-0.01

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	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
PHILIP MORRIS	47.95	47.48	47.82	47.82	0.51	0.40	1.90	1.90
PM PREM* - SHR PREM	58.30	57.86	57.88	57.88	1.08	1.24	2.42	2.42
PM DSCT - SHR DSCT	25.16	24.97	26.71	26.71	-2.66	-3.10	-2.47	-2.47
PM BRD DSC - SHR BRD DSC	27.81	27.30	28.51	28.51	-1.13	-1.82	-0.42	-0.42
PM PL - SHR PL	17.16	17.78	21.61	21.61	-7.75	-7.51	-8.20	-8.20
MARLBORO	32.49	32.01	31.49	31.49	2.03	1.95	3.66	3.66
RED	11.23	11.29	11.33	11.33	-0.12	0.06	0.85	0.85
MEDIUM	2.03	2.00	1.81	1.81	0.31	0.30	0.11	0.11
LIGHTS (NM)	14.85	14.52	14.10	14.10	1.25	1.13	1.86	1.86
MENTHOL	1.35	1.31	1.19	1.19	0.25	0.22	0.26	0.26
PM OTHER PREM	7.59	7.58	7.71	7.71	-0.13	-0.07	0.21	0.21
BENSON + HEDGES	2.02	2.04	2.16	2.16	-0.21	-0.18	-0.01	-0.01
MERIT	2.67	2.65	2.65	2.65	0.09	0.10	0.10	0.10
VIRGINIA SLIMS	2.31	2.31	2.32	2.32	-0.01	0.01	0.09	0.09
PARLIAMENT	0.47	0.47	0.46	0.46	0.03	0.04	0.05	0.05
SARATOGA	0.08	0.07	0.08	0.08	-0.01	-0.02	0.00	0.00
CAMBRIDGE	1.29	1.25	1.29	1.29	-0.02	-0.04	-0.07	-0.07
ALPINE	0.27	0.28	0.30	0.30	-0.06	-0.06	-0.07	-0.07
BRISTOL	0.14	0.16	0.18	0.18	-0.09	-0.08	-0.18	-0.18
BASIC	4.73	4.70	4.91	4.91	-0.21	-0.33	-0.30	-0.30
PM PRIVATE LABEL	1.33	1.40	1.83	1.83	-0.97	-0.90	-1.26	-1.26
R. J. REYNOLDS	27.03	27.71	28.09	28.09	-2.29	-2.41	-3.53	-3.53
RJR PREM* - SHR PREM	22.60	23.01	23.27	23.27	-0.94	-1.44	-1.92	-1.92
RJR DSCT - SHR DSCT	36.78	37.92	38.20	38.20	-4.10	-3.53	-4.69	-4.69
BROWN & WILLIAMSON	10.86	10.71	10.69	10.69	0.32	0.28	0.22	0.22
B&W PREM - SHR PREM	6.01	6.01	6.04	6.04	-0.27	-0.24	-0.39	-0.39
B&W DSCT - SHR DSCT	21.55	20.90	20.44	20.44	2.48	2.13	2.88	2.88
LORILLARD	6.93	6.86	6.50	6.50	0.60	0.73	0.76	0.76
LOR PREM - SHR PREM	9.64	9.58	9.19	9.19	0.47	0.68	0.33	0.33
LOR DSCT - SHR DSCT	0.97	0.96	0.86	0.86	0.32	0.36	0.59	0.59
AMERICAN TOBACCO	5.76	5.63	5.36	5.36	0.85	0.81	0.65	0.65
AMR PREM - SHR PREM	3.03	3.08	3.14	3.14	-0.22	-0.19	-0.28	-0.28
AMR DSCT - SHR DSCT	11.78	11.17	10.03	10.03	3.55	3.25	3.04	3.04
LIGGETT	1.42	1.55	1.48	1.48	0.01	0.19	0.00	0.00
LIG PREM - SHR PREM	0.36	0.39	0.40	0.40	-0.08	-0.06	-0.16	-0.16
LIG DSCT - SHR DSCT	3.76	4.07	3.75	3.75	0.41	0.88	0.64	0.64

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	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
PHILIP MORRIS	47.44	46.89	47.57	47.62	48.03	48.51	48.57	48.08	48.10	47.81	47.33	47.06	47.95	0.89
PM PREM* - SHR PREM	57.22	56.92	57.40	57.51	57.92	58.33	58.56	57.96	58.18	57.94	57.66	57.51	58.30	0.79
PM DSCT - SHR DSCT	27.82	26.90	28.00	27.81	28.02	28.15	27.56	26.99	26.61	25.74	25.20	24.52	25.16	0.64
PM BRD DSC - SHR BRD DSC	28.94	29.01	29.95	29.36	29.25	29.32	28.66	28.68	28.53	27.85	27.16	26.83	27.81	0.98
PM PL - SHR PL	24.91	21.11	22.99	23.94	24.78	24.93	24.39	22.11	20.93	19.51	18.78	17.53	17.16	-0.37
 MARLBORO	 30.46	 29.82	 30.31	 30.43	 30.84	 31.49	 31.99	 31.91	 32.13	 32.28	 31.80	 31.64	 32.49	 0.85
RED	11.35	10.94	11.13	11.21	11.31	11.20	11.10	11.51	11.71	11.83	11.47	11.17	11.23	0.06
MEDIUM	1.72	1.72	1.71	1.73	1.72	1.73	1.72	1.79	1.81	1.82	1.97	2.00	2.03	0.03
LIGHTS (NM)	13.60	13.39	13.70	13.76	14.04	13.91	13.73	14.05	14.33	14.54	14.29	14.36	14.85	0.49
MENTHOL	1.10	1.11	1.11	1.10	1.10	1.12	1.16	1.15	1.22	1.22	1.27	1.32	1.35	0.03
PM OTHER PREM	7.72	8.07	7.90	7.94	7.91	7.86	7.71	7.57	7.47	7.44	7.52	7.65	7.59	-0.06
BENSON + HEDGES	2.23	2.30	2.23	2.31	2.39	2.35	2.18	2.07	2.02	2.01	2.05	2.06	2.02	-0.04
MERIT	2.58	2.78	2.72	2.70	2.62	2.63	2.63	2.61	2.59	2.58	2.60	2.67	2.67	0.00
VIRGINIA SLIMS	2.32	2.40	2.36	2.35	2.33	2.31	2.30	2.30	2.27	2.27	2.30	2.32	2.31	-0.01
PARLIAMENT	0.44	0.45	0.45	0.45	0.45	0.45	0.47	0.47	0.47	0.46	0.45	0.48	0.47	-0.01
SARATOGA	0.09	0.08	0.09	0.08	0.08	0.07	0.08	0.07	0.08	0.08	0.07	0.07	0.08	0.01
CAMBRIDGE	1.31	1.30	1.24	1.25	1.32	1.30	1.28	1.39	1.47	1.24	1.21	1.24	1.29	0.05
ALPINE	0.33	0.33	0.31	0.31	0.31	0.28	0.29	0.30	0.30	0.29	0.29	0.29	0.27	-0.02
BRISTOL	0.23	0.23	0.21	0.20	0.18	0.19	0.17	0.16	0.15	0.15	0.20	0.14	0.14	0.00
BASIC	4.94	5.10	5.32	5.03	5.07	5.08	4.94	4.83	4.79	4.77	4.73	4.64	4.73	0.09
PM PRIVATE LABEL	2.30	1.89	2.15	2.27	2.25	2.16	2.04	1.81	1.69	1.55	1.49	1.38	1.33	-0.05
 R. J. REYNOLDS	 29.32	 29.63	 28.95	 28.59	 28.15	 27.61	 27.47	 27.77	 27.94	 28.20	 28.16	 28.09	 27.03	 -1.06
RJR PREM* - SHR PREM	23.54	23.76	23.56	23.43	23.31	23.23	22.96	23.30	23.43	23.40	23.28	23.23	22.60	-0.63
RJR DSCT - SHR DSCT	40.88	41.32	39.68	38.92	37.93	36.69	36.95	37.33	37.54	38.67	38.62	38.58	36.78	-1.80
 BROWN & WILLIAMSON	 10.54	 10.69	 10.69	 10.37	 10.63	 10.79	 10.92	 10.89	 10.80	 10.43	 10.60	 10.62	 10.86	 0.24
B&W PREM - SHR PREM	6.28	6.30	6.24	6.15	6.08	5.95	6.00	6.07	5.94	5.84	5.99	6.02	6.01	-0.01
B&W DSCT - SHR DSCT	19.07	19.42	19.55	18.83	19.84	20.83	21.25	21.19	21.16	20.45	20.47	20.55	21.55	1.00
 LORILLARD	 6.33	 6.34	 6.25	 6.38	 6.28	 6.28	 6.32	 6.47	 6.39	 6.64	 6.74	 6.90	 6.93	 0.03
LOR PREM - SHR PREM	9.17	9.18	9.06	9.17	8.99	8.87	8.91	9.08	8.94	9.26	9.44	9.66	9.64	-0.02
LOR DSCT - SHR DSCT	0.65	0.68	0.66	0.77	0.80	0.91	0.86	0.89	0.97	0.92	0.94	0.96	0.97	0.01
 AMERICAN TOBACCO	 4.91	 5.15	 5.25	 5.42	 5.42	 5.31	 5.24	 5.22	 5.19	 5.22	 5.39	 5.72	 5.76	 0.04
AMR PREM - SHR PREM	3.25	3.27	3.24	3.22	3.22	3.17	3.12	3.10	3.04	3.08	3.13	3.09	3.03	-0.06
AMR DSCT - SHR DSCT	8.23	8.89	9.25	9.83	9.87	9.73	9.71	9.76	9.76	9.87	10.23	11.40	11.78	0.38
 LIGGETT	 1.41	 1.25	 1.24	 1.56	 1.45	 1.46	 1.43	 1.47	 1.53	 1.63	 1.72	 1.54	 1.42	 -0.12
LIG PREM - SHR PREM	0.44	0.48	0.42	0.43	0.41	0.38	0.37	0.37	0.39	0.39	0.41	0.41	0.36	-0.05
LIG DSCT - SHR DSCT	3.35	2.79	2.86	3.83	3.55	3.69	3.65	3.82	3.96	4.34	4.53	3.97	3.76	-0.21

\* EFFECTIVE OCT 1994 - INCLUDES ASSORTED PROMOTIONAL PRODUCT

206071785

**INTEGRATED NIELSEN  
TOP 25 BRANDS  
CONVENIENCE  
DECEMBER 1994**

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
MARLBORO	32.49	32.01	31.49	31.49	2.03	1.95	3.66	3.66
MARLBORO B4G1F	0.01	0.04	0.32	0.32	0.01	0.04	0.32	0.32
GPC	5.83	5.69	5.50	5.50	0.92	0.93	0.77	0.77
WINSTON	5.39	5.54	5.57	5.57	-0.24	-0.66	-0.34	-0.34
WINSTON LESS SELECT	4.25	4.31	4.38	4.38	-0.40	-0.34	-0.45	-0.45
WINSTON SELECT	1.14	1.23	1.19	1.19	0.16	-0.32	0.11	0.11
WINSTON SELECT LTS	0.60	0.66	0.67	0.67	0.02	-0.30	0.19	0.19
NEWPORT	4.75	4.71	4.58	4.58	0.25	0.38	0.55	0.55
BASIC	4.73	4.70	4.91	4.91	-0.21	-0.33	-0.30	-0.30
DORAL	4.47	4.68	4.17	4.17	0.77	0.88	0.66	0.66
CAMEL FILTERS	4.28	4.32	4.29	4.29	0.30	0.38	0.42	0.42
CAMEL SPECIAL LTS	0.54	0.57	0.63	0.63	-0.01	0.02	0.14	0.14
CAMEL NON-FILTER	0.54	0.54	0.54	0.54	-0.02	-0.03	-0.04	-0.04
SALEM	3.35	3.35	3.40	3.40	-0.17	-0.17	-0.14	-0.14
KOOL	3.27	3.25	3.24	3.24	-0.08	-0.08	-0.04	-0.04
MERIT	2.67	2.65	2.65	2.65	0.09	0.10	0.10	0.10
VIRGINIA SLIMS	2.31	2.31	2.32	2.32	-0.01	0.01	0.09	0.09
BENSON+HEDGES	2.02	2.04	2.16	2.16	-0.21	-0.18	-0.01	-0.01
MONARCH	1.90	2.10	2.50	2.50	-1.39	-1.22	-1.06	-1.06
MONTCLAIR	1.54	1.51	1.30	1.30	0.72	0.67	0.45	0.45
CAMBRIDGE	1.29	1.25	1.29	1.29	-0.02	-0.04	-0.07	-0.07
VANTAGE	1.13	1.13	1.16	1.16	-0.05	-0.08	-0.11	-0.11
MISTY	1.09	1.08	0.95	0.95	0.25	0.23	0.17	0.17
CARLTON	0.92	0.93	0.90	0.90	0.04	0.04	0.03	0.03
PALL MALL	0.72	0.73	0.76	0.76	-0.08	-0.07	-0.05	-0.05
KENT	0.68	0.68	0.69	0.69	-0.08	-0.10	-0.12	-0.12
VICEROY	0.63	0.63	0.71	0.71	-0.20	-0.21	-0.18	-0.18
CAPRI	0.61	0.61	0.61	0.61	0.04	0.05	0.10	0.10
BEST VALUE	0.48	0.50	0.62	0.62	-0.40	-0.41	-1.20	-1.20
PARLIAMENT	0.47	0.47	0.46	0.46	0.03	0.04	0.05	0.05
HARLEY DAVIDSON	0.46	0.45	0.23	0.23	0.32	0.35	0.19	0.19

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**INTEGRATED NIELSEN  
TOP 25 BRANDS  
CONVENIENCE  
DECEMBER 1994**

	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
MARLBORO	30.46	29.82	30.31	30.43	30.84	31.49	31.99	31.91	32.13	32.28	31.80	31.64	32.49	0.85
MARLBORO B4G1F	0.00	0.00	0.00	0.00	0.01	0.87	1.53	0.68	0.34	0.11	0.06	0.05	0.01	-0.04
GPC	4.91	5.03	5.08	4.96	5.32	5.60	5.69	5.73	5.83	5.57	5.59	5.62	5.83	0.21
WINSTON	5.63	5.65	5.71	5.48	5.34	5.35	5.49	5.75	5.72	5.72	5.64	5.62	5.39	-0.23
WINSTON LESS SELECT	4.65	4.61	4.51	4.43	4.40	4.33	4.33	4.34	4.33	4.36	4.34	4.35	4.25	-0.10
WINSTON SELECT	0.98	1.04	1.20	1.05	0.94	1.02	1.17	1.41	1.39	1.36	1.31	1.27	1.14	-0.13
WINSTON SELECT LTS	0.58	0.62	0.74	0.63	0.53	0.58	0.66	0.77	0.77	0.75	0.73	0.67	0.60	-0.07
NEWPORT	4.50	4.39	4.45	4.53	4.47	4.48	4.54	4.70	4.59	4.67	4.61	4.75	4.75	0.00
BASIC	4.94	5.10	5.32	5.03	5.07	5.08	4.94	4.83	4.79	4.77	4.73	4.64	4.73	0.09
DORAL	3.70	3.71	3.72	4.03	3.89	3.72	3.86	3.96	4.24	4.66	4.74	4.86	4.47	-0.39
CAMEL FILTERS	3.98	4.06	3.96	4.16	4.38	4.39	4.25	4.29	4.41	4.49	4.38	4.31	4.28	-0.03
CAMEL SPECIAL LTS	0.55	0.75	0.66	0.66	0.78	0.75	0.65	0.58	0.56	0.54	0.62	0.56	0.54	-0.02
CAMEL NON-FILTER	0.56	0.54	0.55	0.52	0.52	0.54	0.55	0.55	0.54	0.56	0.55	0.54	0.54	0.00
SALEM	3.52	3.47	3.47	3.46	3.42	3.42	3.35	3.38	3.36	3.40	3.33	3.39	3.35	-0.04
KOOL	3.35	3.29	3.26	3.22	3.21	3.18	3.23	3.30	3.21	3.21	3.22	3.27	3.27	0.00
MERIT	2.58	2.78	2.72	2.70	2.62	2.63	2.63	2.61	2.59	2.58	2.60	2.67	2.67	0.00
VIRGINIA SLIMS	2.32	2.40	2.36	2.35	2.33	2.31	2.30	2.30	2.27	2.27	2.30	2.32	2.31	-0.01
BENSON+HEDGES	2.23	2.30	2.23	2.31	2.39	2.35	2.18	2.07	2.02	2.01	2.05	2.06	2.02	-0.04
MONARCH	3.29	3.36	2.89	2.71	2.73	2.53	2.57	2.48	2.41	2.25	2.32	2.14	1.90	-0.24
MONTCLAIR	0.82	0.95	1.01	1.19	1.26	1.36	1.31	1.29	1.29	1.29	1.39	1.58	1.54	-0.04
CAMBRIDGE	1.31	1.30	1.24	1.25	1.32	1.30	1.28	1.39	1.47	1.24	1.21	1.24	1.29	0.05
VANTAGE	1.18	1.23	1.18	1.21	1.15	1.17	1.14	1.13	1.16	1.12	1.14	1.14	1.13	-0.01
MISTY	0.84	0.90	0.88	0.89	0.86	0.88	0.89	0.93	0.94	1.00	1.07	1.08	1.09	0.01
CARLTON	0.88	0.90	0.88	0.90	0.92	0.91	0.90	0.87	0.86	0.91	0.93	0.94	0.92	-0.02
PALL MALL	0.80	0.79	0.79	0.77	0.77	0.77	0.76	0.78	0.75	0.75	0.75	0.74	0.72	-0.02
KENT	0.76	0.78	0.73	0.73	0.70	0.66	0.65	0.68	0.67	0.67	0.68	0.67	0.68	0.01
VICEROY	0.83	0.87	0.84	0.80	0.77	0.75	0.72	0.66	0.65	0.63	0.63	0.63	0.63	0.00
CAPRI	0.57	0.64	0.64	0.63	0.63	0.60	0.60	0.60	0.60	0.57	0.63	0.60	0.61	0.01
BEST VALUE	0.88	0.87	0.81	0.71	0.67	0.64	0.60	0.59	0.57	0.57	0.56	0.48	0.48	0.00
PARLIAMENT	0.44	0.45	0.45	0.45	0.45	0.45	0.47	0.47	0.47	0.46	0.45	0.48	0.47	-0.01
HARLEY DAVIDSON	0.14	0.15	0.13	0.13	0.14	0.14	0.14	0.11	0.12	0.30	0.43	0.45	0.46	0.01

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**INTEGRATED NIELSEN  
DISCOUNT CATEGORY  
CONVENIENCE  
DECEMBER 1994**

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
<b>PRIVATE LABEL</b>								
<u>PL Share of Industry</u>								
PM PL	1.33	1.40	1.83	1.83	-0.97	-0.90	-1.26	-1.26
RJR PL	4.36	4.38	4.65	4.65	-0.79	-0.79	-1.13	-1.13
AMERICAN PL	1.00	0.89	0.91	0.91	0.05	0.07	0.23	0.23
LIGGETT PL	1.08	1.19	1.06	1.06	0.24	0.38	0.25	0.25
<b>TOTAL PL</b>	<b>7.77</b>	<b>7.85</b>	<b>8.45</b>	<b>8.45</b>	<b>-1.48</b>	<b>-1.26</b>	<b>-1.91</b>	<b>-1.91</b>
<u>PL Share of Segment</u>								
PM PL	17.16	17.78	21.61	21.61	-7.75	-7.51	-8.20	-8.20
RJR PL	56.09	55.77	55.02	55.02	0.36	-1.00	-0.79	-0.79
AMERICAN PL	12.89	11.28	10.82	10.82	2.63	2.26	4.29	4.29
LIGGETT PL	13.86	15.17	12.55	12.55	4.77	6.25	4.70	4.70
<b>BRANDED DISCOUNT</b>								
BASIC	4.73	4.70	4.91	4.91	-0.21	-0.33	-0.30	-0.30
BEST VALUE	0.48	0.50	0.62	0.62	-0.40	-0.41	-1.20	-1.20
MONARCH	1.90	2.10	2.50	2.50	-1.39	-1.22	-1.06	-1.06
GPC	5.83	5.69	5.50	5.50	0.92	0.93	0.77	0.77
RALEIGH EXTRA	0.22	0.22	0.33	0.33	-0.29	-0.33	-0.26	-0.26
DORAL	4.47	4.68	4.17	4.17	0.77	0.88	0.66	0.66
CAMBRIDGE	1.29	1.25	1.29	1.29	-0.02	-0.04	-0.07	-0.07
VICEROY	0.63	0.63	0.71	0.71	-0.20	-0.21	-0.18	-0.18
MISTY	1.09	1.08	0.95	0.95	0.25	0.23	0.17	0.17
MONTCLAIR	1.54	1.51	1.30	1.30	0.72	0.67	0.45	0.45
ALPINE	0.27	0.28	0.30	0.30	-0.06	-0.06	-0.07	-0.07
STERLING	0.07	0.08	0.13	0.13	-0.17	-0.20	-0.28	-0.28
BRISTOL	0.14	0.16	0.18	0.18	-0.09	-0.08	-0.18	-0.18
MAGNA	0.14	0.14	0.18	0.18	-0.12	-0.13	-0.20	-0.20
PYRAMID	0.05	0.04	0.05	0.05	-0.03	-0.04	-0.07	-0.07
RIVIERA	0.02	0.02	0.03	0.03	-0.04	-0.05	-0.08	-0.08
BUCKS	0.03	0.03	0.04	0.04	-0.03	-0.03	-0.05	-0.05
RICHLAND 20'S	0.05	0.05	0.05	0.05	-0.02	-0.02	-0.04	-0.04
AMERICAN FF/LTS	0.01	0.01	0.01	0.01	0.00	0.00	-0.02	-0.02
OLD GOLD	0.30	0.30	0.28	0.28	0.06	0.08	0.12	0.12
COVINGTON	0.00	0.00	0.01	0.01	-0.02	-0.02	0.00	0.00
A/O BRANDED DISCOUNT *	0.21	0.21	0.29	0.29	-0.22	-0.24	-0.25	-0.25
<b>TOTAL BRANDED DISCOUNT *</b>	<b>23.46</b>	<b>23.70</b>	<b>23.84</b>	<b>23.84</b>	<b>-0.59</b>	<b>-0.59</b>	<b>-2.11</b>	<b>-2.11</b>
<b>BASIC SHARE OF DISCOUNT</b>	<b>15.15</b>	<b>14.91</b>	<b>15.21</b>	<b>15.21</b>	<b>0.33</b>	<b>-0.14</b>	<b>0.85</b>	<b>0.85</b>
<b>TOTAL DISCOUNT CATEGORY</b>	<b>31.24</b>	<b>31.55</b>	<b>32.29</b>	<b>32.29</b>	<b>-2.05</b>	<b>-1.85</b>	<b>-4.02</b>	<b>-4.02</b>

\* INCLUDES ASSORTED PROMOTIONAL PRODUCTS

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**INTEGRATED NIELSEN  
DISCOUNT CATEGORY  
CONVENIENCE  
DECEMBER 1994**

	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
<b>PRIVATE LABEL</b>														
<u>PL Share of Industry</u>														
PM PL	2.30	1.89	2.15	2.27	2.25	2.16	2.04	1.81	1.69	1.55	1.49	1.38	1.33	-0.05
RJR PL	5.15	5.30	5.32	5.04	4.83	4.64	4.48	4.52	4.42	4.36	4.35	4.44	4.36	-0.08
AMERICAN PL	0.95	1.01	1.10	1.10	1.04	0.85	0.84	0.84	0.82	0.77	0.73	0.90	1.00	0.10
LIGGETT PL	0.84	0.74	0.78	1.09	0.96	1.00	0.99	1.03	1.15	1.27	1.35	1.17	1.08	-0.09
TOTAL PL	9.25	8.94	9.35	9.50	9.09	8.65	8.35	8.20	8.08	7.95	7.92	7.89	7.77	-0.12
<u>PL Share of Segment</u>														
PM PL	24.91	21.11	22.99	23.94	24.78	24.93	24.39	22.11	20.93	19.51	18.78	17.53	17.16	-0.37
RJR PL	55.73	59.29	56.88	53.01	53.14	53.65	53.67	55.10	54.71	54.86	54.91	56.26	56.09	-0.17
AMERICAN PL	10.26	11.29	11.75	11.57	11.47	9.88	10.12	10.20	10.18	9.63	9.28	11.36	12.89	1.53
LIGGETT PL	9.09	8.31	8.38	11.49	10.61	11.55	11.81	12.59	14.18	16.01	17.04	14.85	13.86	-0.99
<u>BRANDED DISCOUNT</u>														
BASIC	4.94	5.10	5.32	5.03	5.07	5.08	4.94	4.83	4.79	4.77	4.73	4.64	4.73	0.09
BEST VALUE	0.88	0.87	0.81	0.71	0.67	0.64	0.60	0.59	0.57	0.57	0.56	0.48	0.48	0.00
MONARCH	3.29	3.36	2.89	2.71	2.73	2.53	2.57	2.48	2.41	2.25	2.32	2.14	1.90	-0.24
GPC	4.91	5.03	5.08	4.96	5.32	5.60	5.69	5.73	5.83	5.57	5.59	5.62	5.83	0.21
RALEIGH EXTRA	0.51	0.51	0.54	0.43	0.41	0.37	0.38	0.32	0.23	0.18	0.24	0.21	0.22	0.01
DORAL	3.70	3.71	3.72	4.03	3.89	3.72	3.86	3.96	4.24	4.66	4.74	4.86	4.47	-0.39
CAMBRIDGE	1.31	1.30	1.24	1.25	1.32	1.30	1.28	1.39	1.47	1.24	1.21	1.24	1.29	0.05
VICEROY	0.83	0.87	0.84	0.80	0.77	0.75	0.72	0.66	0.65	0.63	0.63	0.63	0.63	0.00
MISTY	0.84	0.90	0.88	0.89	0.86	0.88	0.89	0.93	0.94	1.00	1.07	1.08	1.09	0.01
MONTCLAIR	0.82	0.95	1.01	1.19	1.26	1.36	1.31	1.29	1.29	1.29	1.39	1.58	1.54	-0.04
ALPINE	0.33	0.33	0.31	0.31	0.31	0.28	0.29	0.30	0.30	0.29	0.29	0.29	0.27	-0.02
STERLING	0.24	0.23	0.21	0.17	0.16	0.15	0.13	0.12	0.12	0.10	0.09	0.08	0.07	-0.01
BRISTOL	0.23	0.23	0.21	0.20	0.18	0.19	0.17	0.16	0.15	0.15	0.20	0.14	0.14	0.00
MAGNA	0.26	0.26	0.23	0.20	0.18	0.18	0.18	0.17	0.16	0.15	0.14	0.14	0.14	0.00
PYRAMID	0.08	0.07	0.06	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.04	0.04	0.05	0.01
RIVIERA	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.03	0.03	0.02	0.02	0.02	0.02	0.00
BUCKS	0.06	0.05	0.05	0.05	0.04	0.04	0.03	0.04	0.03	0.03	0.04	0.03	0.03	0.00
RICHLAND 20'S	0.07	0.07	0.07	0.07	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.05	0.00
AMERICAN FF/LTS	0.01	0.01	0.01	0.01	0.02	0.01	0.01	0.01	0.01	0.01	0.00	0.01	0.01	0.00
OLD GOLD	0.24	0.25	0.23	0.27	0.27	0.31	0.29	0.29	0.31	0.29	0.30	0.30	0.30	0.00
COVINGTON	0.02	0.02	0.03	0.03	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
A/O BRANDED DISCOUNT *	0.43	0.34	0.29	0.36	0.36	0.36	0.37	0.31	0.23	0.21	0.21	0.20	0.21	0.01
<b>TOTAL BRANDED DISCOUNT *</b>	<b>24.05</b>	<b>24.49</b>	<b>24.09</b>	<b>23.78</b>	<b>24.00</b>	<b>23.89</b>	<b>23.87</b>	<b>23.69</b>	<b>23.85</b>	<b>23.51</b>	<b>23.89</b>	<b>23.80</b>	<b>23.46</b>	<b>-0.34</b>
<b>BASIC SHARE OF DISCOUNT</b>	<b>14.82</b>	<b>15.25</b>	<b>15.91</b>	<b>15.12</b>	<b>15.33</b>	<b>15.61</b>	<b>15.34</b>	<b>15.15</b>	<b>14.99</b>	<b>15.17</b>	<b>14.89</b>	<b>14.63</b>	<b>15.15</b>	<b>0.52</b>
<b>TOTAL DISCOUNT CATEGORY</b>	<b>33.29</b>	<b>33.43</b>	<b>33.44</b>	<b>33.28</b>	<b>33.09</b>	<b>32.53</b>	<b>32.22</b>	<b>31.89</b>	<b>31.93</b>	<b>31.46</b>	<b>31.81</b>	<b>31.68</b>	<b>31.24</b>	<b>-0.44</b>

\* INCLUDES ASSORTED PROMOTIONAL PRODUCT

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**INTEGRATED NIELSEN  
COMPANY PERFORMANCE  
SUPERMARKETS  
DECEMBER 1994**

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
PHILIP MORRIS	42.78	42.34	42.06	42.06	0.57	0.85	1.75	1.75
PM PREM*	34.78	34.28	33.58	33.58	1.52	1.72	2.59	2.59
PM DSCT	8.00	8.05	8.46	8.46	-0.92	-0.83	-0.68	-0.68
PM BRD DSCT	7.42	7.44	7.79	7.79	-0.69	-0.62	-0.39	-0.39
PM PL	0.58	0.60	0.67	0.67	-0.23	-0.22	-0.29	-0.29
PM AST PROMO < MRL B4G1F	0.05	0.06	0.05	0.05	0.02	0.01	-0.13	-0.13
R. J. REYNOLDS	30.41	31.06	31.33	31.33	-1.04	-1.20	-1.88	-1.88
RJR PREM*	19.36	19.58	19.24	19.24	0.28	-0.12	-0.27	-0.27
RJR DSCT	11.05	11.48	11.94	11.94	-1.19	-0.96	-1.40	-1.40
RJR BRD DSCT	7.72	8.19	8.56	8.56	-1.15	-0.85	-1.46	-1.46
RJR PL	3.33	3.29	3.39	3.39	-0.04	-0.11	0.06	0.06
RJR ASSORTED PROMO	0.22	0.25	0.21	0.21	0.09	0.13	-0.15	-0.15
BROWN & WILLIAMSON	9.43	9.35	9.43	9.43	-0.22	-0.41	-0.60	-0.60
B&W PREM	4.08	4.08	4.09	4.09	-0.07	-0.10	-0.05	-0.05
B&W DSCT	5.34	5.27	5.34	5.34	-0.15	-0.30	-0.54	-0.54
LORILLARD	6.23	6.22	6.06	6.06	0.39	0.38	0.50	0.50
LOR PREM	5.74	5.74	5.59	5.59	0.30	0.30	0.23	0.23
LOR DSCT	0.49	0.49	0.47	0.47	0.09	0.09	0.27	0.27
AMERICAN TOBACCO	7.96	7.89	7.75	7.75	0.51	0.49	0.47	0.47
AMR PREM	4.70	4.69	4.70	4.70	0.00	0.03	0.07	0.07
AMR DSCT	3.26	3.21	3.05	3.05	0.51	0.47	0.40	0.40
AMR BRD DSCT	2.79	2.73	2.61	2.61	0.45	0.38	0.31	0.31
AMR PL	0.47	0.47	0.44	0.44	0.06	0.07	0.09	0.09
LIGGETT	2.80	2.76	2.98	2.98	-0.28	-0.20	-0.29	-0.29
LIG PREM	1.00	1.00	1.02	1.02	-0.03	-0.03	-0.07	-0.07
LIG DSCT	1.80	1.76	1.96	1.96	-0.26	-0.18	-0.22	-0.22
LIG BRD DSCT	0.31	0.29	0.39	0.39	-0.20	-0.13	0.03	0.03
LIG PL	1.49	1.48	1.58	1.58	-0.05	-0.03	-0.24	-0.24
A/O CO. - INTL	0.40	0.38	0.38	0.38	0.09	0.08	0.04	0.04

\* EFFECTIVE OCT 1994 - INCLUDES ASSORTED PROMOTIONAL PRODUCT

2060071790

**INTEGRATED NIELSEN  
COMPANY PERFORMANCE  
SUPERMARKETS  
DECEMBER 1994**

	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
PHILIP MORRIS	42.21	41.85	41.95	41.82	42.21	42.35	42.24	42.28	41.57	41.60	41.90	42.22	42.78	0.56
PM PREM*	33.26	32.89	33.01	32.75	33.19	33.57	33.63	34.03	33.47	33.68	33.85	34.11	34.78	0.67
PM DSCT	8.92	8.94	8.91	9.02	8.95	8.75	8.59	8.23	8.03	7.87	8.05	8.12	8.00	-0.12
PM BRD DSCT	8.11	8.14	8.08	8.25	8.21	8.07	7.96	7.65	7.43	7.28	7.40	7.51	7.42	-0.09
PM PL	0.81	0.80	0.82	0.77	0.73	0.68	0.64	0.58	0.59	0.60	0.60	0.61	0.58	-0.03
PM AST PROMO < MRL B4G1F	0.03	0.02	0.04	0.05	0.07	0.03	0.02	0.03	0.07	0.05	0.10	0.04	0.05	0.01
R. J. REYNOLDS	31.45	32.08	31.61	31.44	31.04	30.85	30.90	31.02	31.79	32.03	31.69	31.22	30.41	-0.81
RJR PREM*	19.08	19.47	19.18	19.06	18.86	19.02	18.98	19.05	19.32	19.24	19.76	19.67	19.36	-0.31
RJR DSCT	12.24	12.47	12.26	12.25	11.96	11.64	11.71	11.72	12.22	12.53	11.93	11.55	11.05	-0.50
RJR BRD DSCT	8.87	8.99	8.82	8.81	8.63	8.26	8.28	8.38	8.83	9.02	8.64	8.33	7.72	-0.61
RJR PL	3.37	3.48	3.44	3.43	3.34	3.38	3.43	3.33	3.38	3.50	3.29	3.22	3.33	0.11
RJR ASSORTED PROMO	0.13	0.14	0.16	0.14	0.21	0.19	0.21	0.25	0.25	0.26	0.26	0.28	0.22	-0.06
BROWN & WILLIAMSON	9.65	9.45	9.30	9.33	9.29	9.39	9.67	9.64	9.58	9.46	9.32	9.28	9.43	0.15
B&W PREM	4.15	4.10	4.07	4.08	4.10	4.10	4.09	4.16	4.13	4.06	4.09	4.06	4.08	0.02
B&W DSCT	5.49	5.35	5.23	5.25	5.18	5.29	5.58	5.47	5.44	5.40	5.23	5.22	5.34	0.12
LORILLARD	5.84	5.81	5.96	6.07	6.01	6.02	5.92	6.02	6.16	6.11	6.15	6.28	6.23	-0.05
LOR PREM	5.44	5.42	5.52	5.60	5.54	5.54	5.45	5.55	5.67	5.62	5.67	5.80	5.74	-0.06
LOR DSCT	0.40	0.39	0.44	0.47	0.47	0.48	0.47	0.47	0.50	0.50	0.47	0.49	0.49	0.00
AMERICAN TOBACCO	7.45	7.43	7.64	7.72	7.75	7.78	7.74	7.79	7.77	7.71	7.83	7.87	7.96	0.09
AMR PREM	4.70	4.63	4.66	4.74	4.76	4.77	4.71	4.69	4.70	4.68	4.71	4.65	4.70	0.05
AMR DSCT	2.75	2.80	2.98	2.98	3.00	3.02	3.02	3.10	3.07	3.03	3.12	3.23	3.26	0.03
AMR BRD DSCT	2.34	2.36	2.52	2.54	2.59	2.59	2.59	2.67	2.63	2.59	2.66	2.74	2.79	0.05
AMR PL	0.41	0.44	0.46	0.44	0.41	0.43	0.43	0.43	0.44	0.44	0.46	0.49	0.47	-0.02
LIGGETT	3.08	3.05	3.14	3.15	3.24	3.19	3.15	2.95	2.83	2.77	2.73	2.76	2.80	0.04
LIG PREM	1.03	1.00	1.01	1.03	1.04	1.02	1.03	1.04	1.01	1.01	1.00	1.00	1.00	0.00
LIG DSCT	2.06	2.04	2.13	2.12	2.20	2.17	2.12	1.91	1.81	1.76	1.73	1.76	1.80	0.04
LIG BRD DSCT	0.51	0.53	0.57	0.52	0.51	0.44	0.36	0.31	0.29	0.29	0.27	0.28	0.31	0.03
LIG PL	1.54	1.52	1.57	1.60	1.69	1.72	1.76	1.61	1.52	1.47	1.46	1.48	1.49	0.01
A/O CO. - INTL	0.31	0.33	0.40	0.47	0.46	0.41	0.38	0.31	0.31	0.32	0.39	0.36	0.40	0.04

\* EFFECTIVE OCT 1994 - INCLUDES ASSORTED PROMOTIONAL PRODUCT

2060071791

INTEGRATED NIELSEN  
SUPERMARKETS  
DECEMBER 1994

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
PHILIP MORRIS	42.78	42.34	42.06	42.06	0.57	0.85	1.75	1.75
PM PREM* - SHR PREM	49.82	49.31	49.19	49.19	0.67	1.13	2.05	2.05
PM DSCT - SHR DSCT	26.50	26.42	26.91	26.91	-1.38	-1.24	-0.30	-0.30
PM BRD DSC - SHR BRD DSC	30.52	30.18	30.71	30.71	-0.84	-0.85	0.57	0.57
PM PL - SHR PL	9.90	10.22	10.98	10.98	-3.30	-3.16	-3.90	-3.90
 MARLBORO	 23.81	 23.53	 22.95	 22.95	 1.29	 1.49	 2.26	 2.26
RED	8.35	8.20	8.05	8.05	0.34	0.36	0.75	0.75
MEDIUM	1.28	1.28	1.27	1.27	-0.05	-0.01	0.03	0.03
LIGHTS (NM)	11.00	10.87	10.48	10.48	0.80	0.91	1.23	1.23
MENTHOL	0.73	0.72	0.68	0.68	0.07	0.06	0.10	0.10
PM OTHER PREM	10.97	10.76	10.64	10.64	0.22	0.22	0.18	0.18
BENSON + HEDGES	2.93	2.86	2.86	2.86	0.06	0.00	0.02	0.02
MERIT	3.37	3.30	3.26	3.26	-0.04	0.03	0.04	0.04
VIRGINIA SLIMS	3.77	3.71	3.63	3.63	0.21	0.21	0.11	0.11
PARLIAMENT	0.66	0.65	0.67	0.67	0.00	-0.01	0.03	0.03
SARATOGA	0.17	0.16	0.17	0.17	-0.01	-0.02	-0.01	-0.01
CAMBRIDGE	2.59	2.57	2.69	2.69	-0.29	-0.31	-0.41	-0.41
ALPINE	0.54	0.56	0.59	0.59	-0.03	-0.04	-0.04	-0.04
BRISTOL	0.20	0.21	0.27	0.27	-0.14	-0.15	-0.22	-0.22
BASIC	3.94	3.97	4.08	4.08	-0.16	-0.03	0.37	0.37
PM PRIVATE LABEL	0.58	0.60	0.67	0.67	-0.23	-0.22	-0.29	-0.29
 R. J. REYNOLDS	 30.41	 31.06	 31.33	 31.33	 -1.04	 -1.20	 -1.88	 -1.88
RJR PREM* - SHR PREM	27.72	28.16	28.18	28.18	0.47	0.99	1.50	1.50
RJR DSCT - SHR DSCT	36.62	37.66	38.01	38.01	1.64	1.10	1.69	1.69
 BROWN & WILLIAMSON	 9.43	 9.35	 9.43	 9.43	 -0.22	 -0.41	 -0.60	 -0.60
B&W PREM - SHR PREM	5.85	5.87	6.00	6.00	0.29	0.32	0.30	0.30
B&W DSCT - SHR DSCT	17.71	17.29	16.99	16.99	0.54	0.08	0.51	0.51
 LORILLARD	 6.23	 6.22	 6.06	 6.06	 0.39	 0.38	 0.50	 0.50
LOR PREM - SHR PREM	8.22	8.25	8.19	8.19	0.18	0.20	0.03	0.03
LOR DSCT - SHR DSCT	1.63	1.59	1.50	1.50	0.37	0.35	0.91	0.91
 AMERICAN TOBACCO	 7.96	 7.89	 7.75	 7.75	 0.51	 0.49	 0.47	 0.47
AMR PREM - SHR PREM	6.73	6.74	6.88	6.88	0.22	-0.16	-0.17	-0.17
AMR DSCT - SHR DSCT	10.80	10.52	9.71	9.71	2.21	1.98	1.83	1.83
 LIGGETT	 2.80	 2.76	 2.98	 2.98	 -0.28	 -0.20	 -0.29	 -0.29
LIG PREM - SHR PREM	1.43	1.44	1.49	1.49	0.09	-0.08	-0.17	-0.17
LIG DSCT - SHR DSCT	5.95	5.78	6.25	6.25	0.47	-0.25	-0.24	-0.24

\* EFFECTIVE OCT 1994 - INCLUDES ASSORTED PROMOTIONAL PRODUCT

2060071792

**INTEGRATED NIELSEN  
SUPERMARKETS  
DECEMBER 1994**

	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
PHILIP MORRIS	42.21	41.85	41.95	41.82	42.21	42.35	42.24	42.28	41.57	41.60	41.90	42.22	42.78	0.56
PM PREM* - SHR PREM	49.15	48.70	48.93	48.68	49.17	49.35	49.52	49.65	48.98	49.30	48.87	49.14	49.82	0.68
PM DSCT - SHR DSCT	27.88	27.82	27.72	27.90	27.94	27.70	27.11	26.49	25.70	25.19	26.19	26.54	26.50	-0.04
PM BRD DSC - SHR BRD DSC	31.36	31.42	31.29	31.63	31.78	31.80	31.27	30.46	29.38	28.82	29.68	30.29	30.52	0.23
PM PL - SHR PL	13.20	12.88	13.05	12.35	11.89	10.96	10.17	9.71	9.96	9.93	10.31	10.51	9.90	-0.61
MARLBORO	22.52	22.31	22.41	22.19	22.57	22.92	23.15	23.41	22.97	23.01	23.21	23.48	23.81	0.33
RED	8.01	7.94	7.96	7.90	8.01	7.99	8.03	8.16	8.04	8.04	8.06	8.17	8.35	0.18
MEDIUM	1.33	1.28	1.26	1.24	1.26	1.26	1.28	1.29	1.29	1.29	1.27	1.28	1.28	0.00
LIGHTS (NM)	10.20	10.16	10.20	10.12	10.32	10.40	10.38	10.63	10.49	10.58	10.73	10.85	11.00	0.15
MENTHOL	0.66	0.64	0.64	0.62	0.64	0.66	0.68	0.71	0.67	0.68	0.70	0.73	0.73	0.00
PM OTHER PREM	10.75	10.59	10.63	10.59	10.63	10.66	10.49	10.63	10.54	10.70	10.63	10.62	10.97	0.35
BENSON + HEDGES	2.87	2.82	2.88	2.89	2.88	2.86	2.86	2.82	2.79	2.89	2.81	2.83	2.93	0.10
MERIT	3.41	3.31	3.22	3.17	3.27	3.25	3.19	3.29	3.23	3.28	3.25	3.26	3.37	0.11
VIRGINIA SLIMS	3.56	3.54	3.62	3.62	3.59	3.63	3.54	3.61	3.60	3.62	3.69	3.67	3.77	0.10
PARLIAMENT	0.66	0.67	0.67	0.67	0.65	0.67	0.66	0.68	0.68	0.67	0.66	0.65	0.66	0.01
SARATOGA	0.18	0.18	0.17	0.17	0.18	0.17	0.17	0.17	0.17	0.17	0.16	0.16	0.17	0.01
CAMBRIDGE	2.88	2.97	2.86	2.85	2.81	2.75	2.69	2.64	2.53	2.46	2.49	2.63	2.59	-0.04
ALPINE	0.57	0.58	0.59	0.61	0.60	0.63	0.61	0.62	0.58	0.56	0.59	0.56	0.54	-0.02
BRISTOL	0.34	0.32	0.33	0.32	0.31	0.29	0.28	0.27	0.25	0.24	0.22	0.21	0.20	-0.01
BASIC	4.10	4.06	4.11	4.29	4.35	4.24	4.22	3.99	3.93	3.88	4.01	3.98	3.94	-0.04
PM PRIVATE LABEL	0.81	0.80	0.82	0.77	0.73	0.68	0.64	0.58	0.59	0.60	0.60	0.61	0.58	-0.03
R. J. REYNOLDS	31.45	32.08	31.61	31.44	31.04	30.85	30.90	31.02	31.79	32.03	31.69	31.22	30.41	-0.81
RJR PREM* - SHR PREM	28.19	28.83	28.43	28.34	27.94	27.95	27.94	27.80	28.28	28.17	28.53	28.33	27.72	-0.61
RJR DSCT - SHR DSCT	38.26	38.81	38.16	37.89	37.36	36.85	36.94	37.72	39.11	40.08	38.81	37.77	36.62	-1.15
BROWN & WILLIAMSON	9.65	9.45	9.30	9.33	9.29	9.39	9.67	9.64	9.58	9.46	9.32	9.28	9.43	0.15
B&W PREM - SHR PREM	6.14	6.07	6.03	6.07	6.08	6.03	6.03	6.07	6.05	5.95	5.91	5.85	5.85	0.00
B&W DSCT - SHR DSCT	17.17	16.64	16.29	16.24	16.19	16.73	17.59	17.62	17.43	17.26	17.01	17.05	17.71	0.66
LORILLARD	5.84	5.81	5.96	6.07	6.01	6.02	5.92	6.02	6.16	6.11	6.15	6.28	6.23	-0.05
LOR PREM - SHR PREM	8.04	8.02	8.18	8.33	8.21	8.14	8.03	8.10	8.29	8.22	8.19	8.35	8.22	-0.13
LOR DSCT - SHR DSCT	1.26	1.22	1.38	1.45	1.48	1.53	1.49	1.51	1.59	1.59	1.54	1.60	1.63	0.03
AMERICAN TOBACCO	7.45	7.43	7.64	7.72	7.75	7.78	7.74	7.79	7.77	7.71	7.83	7.87	7.96	0.09
AMR PREM - SHR PREM	6.95	6.86	6.90	7.05	7.05	7.01	6.94	6.84	6.87	6.85	6.80	6.70	6.73	0.03
AMR DSCT - SHR DSCT	8.59	8.71	9.28	9.22	9.37	9.54	9.53	9.98	9.83	9.70	10.16	10.55	10.80	0.25
LIGGETT	3.08	3.05	3.14	3.15	3.24	3.19	3.15	2.95	2.83	2.77	2.73	2.76	2.80	0.04
LIG PREM - SHR PREM	1.52	1.49	1.50	1.53	1.54	1.50	1.52	1.51	1.48	1.48	1.44	1.44	1.43	-0.01
LIG DSCT - SHR DSCT	6.42	6.36	6.64	6.56	6.87	6.86	6.69	6.16	5.80	5.62	5.63	5.74	5.95	0.21

\* EFFECTIVE OCT 1994 - INCLUDES ASSORTED PROMOTIONAL PRODUCT

2060071793

INTEGRATED NIELSEN  
TOP 25 BRANDS  
SUPERMARKETS  
DECEMBER 1994

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
MARLBORO	23.81	23.53	22.95	22.95	1.29	1.49	2.26	2.26
MARLBORO B4G1F	0.01	0.01	0.09	0.09	0.01	0.01	0.09	0.09
WINSTON	6.78	6.94	6.99	6.99	-0.34	-0.75	-0.17	-0.17
WINSTON LESS SELECT	5.74	5.79	6.01	6.01	-0.44	-0.33	-0.13	-0.13
WINSTON SELECT	1.05	1.15	0.98	0.98	0.12	-0.42	-0.04	-0.04
WINSTON SELECT LTS	0.52	0.58	0.51	0.51	-0.02	-0.43	0.02	0.02
DORAL	5.50	5.85	5.80	5.80	-0.03	0.28	0.02	0.02
SALEM	4.79	4.80	4.69	4.69	0.15	0.17	-0.10	-0.10
BASIC	3.94	3.97	4.08	4.08	-0.16	-0.03	0.37	0.37
GPC	3.92	3.85	3.70	3.70	0.38	0.28	-0.10	-0.10
VIRGINIA SLIMS	3.77	3.71	3.63	3.63	0.21	0.21	0.11	0.11
MERIT	3.37	3.30	3.26	3.26	-0.04	0.03	0.04	0.04
CAMEL FILTERS	2.99	2.99	2.90	2.90	0.35	0.29	0.34	0.34
CAMEL SPECIAL LTS	0.35	0.36	0.37	0.37	0.01	0.00	0.12	0.12
CAMEL NON-FILTER	0.85	0.85	0.86	0.86	-0.03	-0.03	-0.04	-0.04
BENSON+HEDGES	2.93	2.86	2.86	2.86	0.06	0.00	0.02	0.02
KOOL	2.70	2.71	2.72	2.72	-0.08	-0.12	-0.06	-0.06
CAMBRIDGE	2.59	2.57	2.69	2.69	-0.29	-0.31	-0.41	-0.41
NEWPORT	2.44	2.43	2.34	2.34	0.20	0.18	0.23	0.23
CARLTON	2.15	2.15	2.15	2.15	0.01	0.02	0.08	0.08
VANTAGE	1.79	1.82	1.81	1.81	-0.04	-0.01	-0.20	-0.20
KENT	1.56	1.57	1.60	1.60	-0.12	-0.11	-0.17	-0.17
PALL MALL	1.55	1.53	1.55	1.55	-0.02	-0.02	-0.02	-0.02
MISTY	1.41	1.40	1.30	1.30	0.28	0.27	0.32	0.32
MONTCLAIR	1.23	1.19	1.13	1.13	0.31	0.29	0.24	0.24
VICEROY	1.04	1.03	1.12	1.12	-0.15	-0.14	-0.07	-0.07
NOW	1.00	1.01	1.02	1.02	-0.04	-0.04	-0.11	-0.11
MORE	0.93	0.91	0.91	0.91	0.01	0.00	-0.04	-0.04
BEST VALUE	0.87	0.93	1.14	1.14	-0.59	-0.59	-0.95	-0.95
CAPRI	0.86	0.86	0.82	0.82	0.09	0.11	0.10	0.10
TRUE	0.81	0.81	0.83	0.83	-0.06	-0.05	-0.09	-0.09

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**INTEGRATED NIELSEN  
TOP 25 BRANDS  
SUPERMARKETS  
DECEMBER 1994**

	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
MARLBORO	22.52	22.31	22.41	22.19	22.57	22.92	23.15	23.41	22.97	23.01	23.21	23.48	23.81	0.33
MARLBORO B4G1F	0.00	0.00	0.00	0.00	0.00	0.25	0.37	0.21	0.10	0.04	0.02	0.01	0.01	0.00
WINSTON	7.12	7.21	7.00	6.92	6.80	6.94	6.93	7.00	7.15	7.07	7.11	6.97	6.78	-0.19
WINSTON LESS SELECT	6.18	6.34	6.21	6.14	6.06	6.11	6.05	5.99	6.00	5.84	5.85	5.79	5.74	-0.05
WINSTON SELECT	0.93	0.87	0.79	0.78	0.75	0.84	0.89	1.01	1.15	1.23	1.26	1.18	1.05	-0.13
WINSTON SELECT LTS	0.54	0.49	0.43	0.41	0.39	0.43	0.45	0.52	0.58	0.64	0.65	0.60	0.52	-0.08
DORAL	5.53	5.75	5.73	5.71	5.70	5.52	5.50	5.72	6.09	6.29	6.12	6.00	5.50	-0.50
SALEM	4.64	4.76	4.67	4.64	4.63	4.62	4.62	4.62	4.68	4.66	4.76	4.84	4.79	-0.05
BASIC	4.10	4.06	4.11	4.29	4.35	4.24	4.22	3.99	3.93	3.88	4.01	3.98	3.94	-0.04
GPC	3.54	3.42	3.36	3.42	3.41	3.57	3.92	3.88	3.88	3.91	3.80	3.81	3.92	0.11
VIRGINIA SLIMS	3.56	3.54	3.62	3.62	3.59	3.63	3.54	3.61	3.60	3.62	3.69	3.67	3.77	0.10
MERIT	3.41	3.31	3.22	3.17	3.27	3.25	3.19	3.29	3.23	3.28	3.25	3.26	3.37	0.11
CAMEL FILTERS	2.64	2.79	2.85	2.86	2.79	2.82	2.84	2.88	2.94	3.02	3.03	2.97	2.99	0.02
CAMEL SPECIAL LTS	0.34	0.36	0.38	0.39	0.36	0.36	0.37	0.37	0.38	0.39	0.38	0.36	0.35	-0.01
CAMEL NON-FILTER	0.88	0.87	0.89	0.87	0.87	0.86	0.86	0.87	0.86	0.85	0.85	0.85	0.85	0.00
BENSON+HEDGES	2.87	2.82	2.88	2.89	2.88	2.86	2.86	2.82	2.79	2.89	2.81	2.83	2.93	0.10
KOOL	2.78	2.74	2.73	2.73	2.74	2.70	2.72	2.77	2.74	2.70	2.73	2.71	2.70	-0.01
CAMBRIDGE	2.88	2.97	2.86	2.85	2.81	2.75	2.69	2.64	2.53	2.46	2.49	2.63	2.59	-0.04
NEWPORT	2.24	2.25	2.34	2.35	2.25	2.25	2.24	2.34	2.39	2.34	2.38	2.48	2.44	-0.04
CARLTON	2.14	2.11	2.13	2.17	2.17	2.19	2.14	2.13	2.14	2.16	2.15	2.15	2.15	0.00
VANTAGE	1.83	1.87	1.81	1.82	1.81	1.84	1.81	1.78	1.78	1.76	1.83	1.85	1.79	-0.06
KENT	1.68	1.64	1.60	1.63	1.63	1.62	1.58	1.59	1.62	1.60	1.61	1.55	1.56	0.01
PALL MALL	1.57	1.53	1.54	1.58	1.57	1.56	1.57	1.55	1.55	1.53	1.54	1.51	1.55	0.04
MISTY	1.13	1.15	1.18	1.21	1.26	1.28	1.28	1.33	1.34	1.35	1.37	1.41	1.41	0.00
MONTCLAIR	0.92	0.95	1.11	1.10	1.12	1.12	1.12	1.18	1.14	1.10	1.15	1.18	1.23	0.05
VICEROY	1.19	1.20	1.16	1.20	1.20	1.17	1.14	1.12	1.12	1.06	1.02	1.02	1.04	0.02
NOW	1.04	1.06	1.03	1.02	1.04	1.02	1.01	1.00	1.02	0.99	1.00	1.02	1.00	-0.02
MORE	0.92	0.92	0.92	0.93	0.92	0.92	0.91	0.89	0.90	0.89	0.91	0.89	0.93	0.04
BEST VALUE	1.46	1.35	1.31	1.32	1.21	1.15	1.12	1.04	1.09	1.17	1.04	0.91	0.87	-0.04
CAPRI	0.77	0.75	0.74	0.75	0.79	0.82	0.81	0.85	0.87	0.85	0.85	0.86	0.86	0.00
TRUE	0.87	0.86	0.83	0.84	0.83	0.83	0.82	0.82	0.84	0.83	0.80	0.81	0.81	0.00

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INTEGRATED NIELSEN  
DISCOUNT CATEGORY  
SUPERMARKETS  
DECEMBER 1994

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
<b>PRIVATE LABEL</b>								
<b>PL Share of Industry</b>								
PM PL	0.58	0.60	0.67	0.67	-0.23	-0.22	-0.29	-0.29
RJR PL	3.33	3.29	3.39	3.39	-0.04	-0.11	0.06	0.06
AMERICAN PL	0.47	0.47	0.44	0.44	0.06	0.07	0.09	0.09
LIGGETT PL	1.49	1.48	1.58	1.58	-0.05	-0.03	-0.24	-0.24
TOTAL PL	5.88	5.83	6.07	6.07	-0.25	-0.29	-0.39	-0.39
<b>PL Share of Segment</b>								
PM PL	9.90	10.22	10.98	10.98	-3.30	-3.16	-3.90	-3.90
RJR PL	56.75	56.34	55.76	55.76	1.72	0.86	4.26	4.26
AMERICAN PL	8.01	8.12	7.32	7.32	1.37	1.67	1.92	1.92
LIGGETT PL	25.34	25.32	25.94	25.94	0.21	0.64	-2.27	-2.27
<b>BRANDED DISCOUNT</b>								
BASIC	3.94	3.97	4.08	4.08	-0.16	-0.03	0.37	0.37
BEST VALUE	0.87	0.93	1.14	1.14	-0.59	-0.59	-0.95	-0.95
MONARCH	0.81	0.87	0.97	0.97	-0.22	-0.18	0.03	0.03
GPC	3.92	3.85	3.70	3.70	0.38	0.28	-0.10	-0.10
RALEIGH EXTRA	0.34	0.35	0.46	0.46	-0.33	-0.37	-0.29	-0.29
DORAL	5.50	5.85	5.80	5.80	-0.03	0.28	0.02	0.02
CAMBRIDGE	2.59	2.57	2.69	2.69	-0.29	-0.31	-0.41	-0.41
VICEROY	1.04	1.03	1.12	1.12	-0.15	-0.14	-0.07	-0.07
MISTY	1.41	1.40	1.30	1.30	0.28	0.27	0.32	0.32
MONTCLAIR	1.23	1.19	1.13	1.13	0.31	0.29	0.24	0.24
ALPINE	0.54	0.56	0.59	0.59	-0.03	-0.04	-0.04	-0.04
STERLING	0.15	0.15	0.22	0.22	-0.19	-0.23	-0.36	-0.36
BRISTOL	0.20	0.21	0.27	0.27	-0.14	-0.15	-0.22	-0.22
MAGNA	0.10	0.11	0.14	0.14	-0.10	-0.11	-0.17	-0.17
PYRAMID	0.22	0.20	0.29	0.29	-0.17	-0.11	0.01	0.01
RIVIERA	0.02	0.02	0.02	0.02	-0.02	-0.03	-0.04	-0.04
BUCKS	0.04	0.03	0.04	0.04	-0.02	-0.03	-0.03	-0.03
RICHLAND 20'S	0.04	0.04	0.05	0.05	-0.04	-0.04	-0.05	-0.05
AMERICAN FF/LTS	0.04	0.04	0.05	0.05	-0.04	-0.05	-0.08	-0.08
OLD GOLD	0.49	0.48	0.47	0.47	0.09	0.08	0.21	0.21
COVINGTON	0.00	0.00	0.01	0.01	-0.01	-0.01	0.01	0.01
A/O BRANDED DISCOUNT *	0.81	0.79	0.81	0.81	-0.07	-0.10	-0.18	-0.18
<b>TOTAL BRANDED DISCOUNT *</b>	<b>24.31</b>	<b>24.65</b>	<b>25.35</b>	<b>25.35</b>	<b>-1.55</b>	<b>-1.32</b>	<b>-1.80</b>	<b>-1.80</b>
<b>BASIC SHARE OF DISCOUNT</b>	<b>13.06</b>	<b>13.04</b>	<b>13.00</b>	<b>13.00</b>	<b>0.26</b>	<b>0.56</b>	<b>1.95</b>	<b>1.95</b>
<b>TOTAL DISCOUNT CATEGORY</b>	<b>30.18</b>	<b>30.48</b>	<b>31.43</b>	<b>31.43</b>	<b>-1.82</b>	<b>-1.62</b>	<b>-2.18</b>	<b>-2.18</b>

\* INCLUDES ASSORTED PROMOTIONAL PRODUCT

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**INTEGRATED NIELSEN  
DISCOUNT CATEGORY  
SUPERMARKETS  
DECEMBER 1994**

	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
<b>PRIVATE LABEL</b>														
<u>PL Share of Industry</u>														
PM PL	0.81	0.80	0.82	0.77	0.73	0.68	0.64	0.58	0.59	0.60	0.60	0.61	0.58	-0.03
RJR PL	3.37	3.48	3.44	3.43	3.34	3.38	3.43	3.33	3.38	3.50	3.29	3.22	3.33	0.11
AMERICAN PL	0.41	0.44	0.46	0.44	0.41	0.43	0.43	0.43	0.44	0.44	0.46	0.49	0.47	-0.02
LIGGETT PL	1.54	1.52	1.57	1.60	1.69	1.72	1.76	1.61	1.52	1.47	1.46	1.48	1.49	0.01
TOTAL PL	6.13	6.24	6.29	6.25	6.17	6.21	6.26	5.95	5.93	6.01	5.82	5.79	5.88	0.09
<u>PL Share of Segment</u>														
PM PL	13.20	12.88	13.05	12.35	11.89	10.96	10.17	9.71	9.96	9.93	10.31	10.51	9.90	-0.61
RJR PL	55.03	55.81	54.76	54.95	54.08	54.40	54.82	56.04	56.99	58.32	56.63	55.55	56.75	1.20
AMERICAN PL	6.64	6.98	7.29	7.04	6.67	6.89	6.91	7.26	7.36	7.32	7.92	8.46	8.01	-0.45
LIGGETT PL	25.13	24.33	24.90	25.66	27.36	27.75	28.09	26.99	25.68	24.43	25.13	25.48	25.34	-0.14
<u>BRANDED DISCOUNT</u>														
BASIC	4.10	4.06	4.11	4.29	4.35	4.24	4.22	3.99	3.93	3.88	4.01	3.98	3.94	-0.04
BEST VALUE	1.46	1.35	1.31	1.32	1.21	1.15	1.12	1.04	1.09	1.17	1.04	0.91	0.87	-0.04
MONARCH	1.03	1.06	1.00	1.02	1.01	0.90	0.98	1.00	1.06	0.99	0.92	0.88	0.81	-0.07
GPC	3.54	3.42	3.36	3.42	3.41	3.57	3.92	3.88	3.88	3.91	3.80	3.81	3.92	0.11
RALEIGH EXTRA	0.67	0.65	0.64	0.57	0.51	0.49	0.46	0.43	0.40	0.38	0.36	0.35	0.34	-0.01
DORAL	5.53	5.75	5.73	5.71	5.70	5.52	5.50	5.72	6.09	6.29	6.12	6.00	5.50	-0.50
CAMBRIDGE	2.88	2.97	2.86	2.85	2.81	2.75	2.69	2.64	2.53	2.46	2.49	2.63	2.59	-0.04
VICEROY	1.19	1.20	1.16	1.20	1.20	1.17	1.14	1.12	1.12	1.06	1.02	1.02	1.04	0.02
MISTY	1.13	1.15	1.18	1.21	1.26	1.28	1.28	1.33	1.34	1.35	1.37	1.41	1.41	0.00
MONTCLAIR	0.92	0.95	1.11	1.10	1.12	1.12	1.12	1.18	1.14	1.10	1.15	1.18	1.23	0.05
ALPINE	0.57	0.58	0.59	0.61	0.60	0.63	0.61	0.62	0.58	0.56	0.59	0.56	0.54	-0.02
STERLING	0.34	0.33	0.30	0.27	0.24	0.24	0.22	0.20	0.19	0.17	0.16	0.14	0.15	0.01
BRISTOL	0.34	0.32	0.33	0.32	0.31	0.29	0.28	0.27	0.25	0.24	0.22	0.21	0.20	-0.01
MAGNA	0.20	0.20	0.19	0.18	0.16	0.15	0.15	0.13	0.13	0.12	0.11	0.11	0.10	-0.01
PYRAMID	0.39	0.42	0.46	0.41	0.40	0.35	0.26	0.21	0.19	0.20	0.18	0.19	0.22	0.03
RIVIERA	0.04	0.04	0.03	0.03	0.03	0.03	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.00
BUCKS	0.06	0.06	0.06	0.06	0.05	0.04	0.04	0.04	0.04	0.04	0.03	0.03	0.04	0.01
RICHLAND 20'S	0.08	0.07	0.06	0.06	0.06	0.06	0.05	0.05	0.05	0.04	0.05	0.04	0.04	0.00
AMERICAN FF/LTS	0.08	0.07	0.06	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.03	0.04	0.04	0.00
OLD GOLD	0.40	0.39	0.44	0.47	0.47	0.48	0.47	0.47	0.50	0.50	0.47	0.49	0.49	0.00
COVINGTON	0.01	0.01	0.01	0.02	0.02	0.01	0.01	0.01	0.01	0.00	0.00	0.00	0.00	0.00
A/O BRANDED DISCOUNT *	0.88	0.84	0.86	0.90	0.87	0.86	0.83	0.75	0.74	0.73	0.77	0.79	0.81	0.02
<b>TOTAL BRANDED DISCOUNT *</b>	<b>25.86</b>	<b>25.90</b>	<b>25.84</b>	<b>26.07</b>	<b>25.85</b>	<b>25.38</b>	<b>25.44</b>	<b>25.11</b>	<b>25.30</b>	<b>25.25</b>	<b>24.93</b>	<b>24.79</b>	<b>24.31</b>	<b>-0.48</b>
<b>BASIC SHARE OF DISCOUNT</b>	<b>12.80</b>	<b>12.63</b>	<b>12.78</b>	<b>13.26</b>	<b>13.60</b>	<b>13.44</b>	<b>13.30</b>	<b>12.83</b>	<b>12.59</b>	<b>12.43</b>	<b>13.04</b>	<b>13.01</b>	<b>13.06</b>	<b>0.05</b>
<b>TOTAL DISCOUNT CATEGORY</b>	<b>32.00</b>	<b>32.14</b>	<b>32.13</b>	<b>32.32</b>	<b>32.02</b>	<b>31.59</b>	<b>31.71</b>	<b>31.06</b>	<b>31.24</b>	<b>31.25</b>	<b>30.74</b>	<b>30.59</b>	<b>30.18</b>	<b>-0.41</b>

\* INCLUDES ASSORTED PROMOTIONAL PRODUCTS

2060071797

**INTEGRATED NIELSEN  
COMPANY PERFORMANCE  
DRUG  
DECEMBER 1994**

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
PHILIP MORRIS	46.93	45.97	44.60	44.60	3.61	3.16	2.72	2.72
PM PREM*	39.57	38.24	36.59	36.59	3.70	3.66	3.68	3.68
PM DSCT	7.36	7.73	7.94	7.94	-0.08	-0.46	-0.83	-0.83
PM BRD DSCT	5.95	6.04	5.97	5.97	0.11	-0.23	0.30	0.30
PM PL	1.41	1.64	1.96	1.96	-0.19	-0.28	-1.14	-1.14
PM AST PROMO < MRL B4G1F	0.14	0.19	0.12	0.12	0.13	0.15	-0.08	-0.08
R. J. REYNOLDS	25.12	25.65	26.50	26.50	-3.28	-3.11	-4.81	-4.81
RJR PREM*	17.44	17.33	17.37	17.37	-0.14	-0.05	0.47	0.47
RJR DSCT	7.69	8.32	9.06	9.06	-3.10	-3.01	-5.23	-5.23
RJR BRD DSCT	5.83	6.98	8.28	8.28	-4.35	-3.72	-5.44	-5.44
RJR PL	1.85	1.34	0.78	0.78	1.24	0.70	0.21	0.21
RJR ASSORTED PROMO	0.03	0.05	0.08	0.08	-0.01	0.00	-0.04	-0.04
BROWN & WILLIAMSON	9.00	9.08	9.41	9.41	-0.77	-0.86	0.31	0.31
B&W PREM	5.38	5.31	5.21	5.21	0.40	0.14	-0.04	-0.04
B&W DSCT	3.62	3.76	4.20	4.20	-1.17	-1.02	0.35	0.35
LORILLARD	9.08	9.20	8.84	8.84	0.50	0.71	0.88	0.88
LOR PREM	8.96	9.07	8.72	8.72	0.51	0.70	0.82	0.82
LOR DSCT	0.12	0.12	0.12	0.12	-0.01	0.00	0.06	0.06
AMERICAN TOBACCO	7.98	8.22	8.35	8.35	0.22	0.34	0.43	0.43
AMR PREM	5.37	5.48	5.49	5.49	-0.04	0.04	0.13	0.13
AMR DSCT	2.61	2.74	2.85	2.85	0.27	0.31	0.29	0.29
AMR BRD DSCT	2.37	2.41	2.44	2.44	0.29	0.27	0.17	0.17
AMR PL	0.24	0.33	0.42	0.42	-0.02	0.03	0.13	0.13
LIGGETT	1.86	1.87	2.27	2.27	-0.26	-0.20	0.50	0.50
LIG PREM	1.02	1.04	1.12	1.12	-0.11	-0.13	-0.12	-0.12
LIG DSCT	0.83	0.82	1.15	1.15	-0.16	-0.08	0.62	0.62
LIG BRD DSCT	0.76	0.76	1.05	1.05	-0.15	-0.07	0.63	0.63
LIG PL	0.07	0.06	0.10	0.10	-0.02	-0.01	-0.01	-0.01
A/O CO. - INTL	0.02	0.02	0.03	0.03	-0.02	-0.03	-0.03	-0.03

\* EFFECTIVE OCT 1994 - INCLUDES ASSORTED PROMOTIONAL PRODUCT

2060071798

**INTEGRATED NIELSEN  
COMPANY PERFORMANCE  
DRUG  
DECEMBER 1994**

	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
PHILIP MORRIS	43.32	42.99	43.18	43.42	43.87	44.09	44.88	44.44	44.72	45.30	45.11	45.56	46.93	1.37
PM PREM*	35.87	35.45	35.41	35.55	36.01	36.31	36.03	35.75	36.20	37.38	37.05	37.69	39.57	1.88
PM DSCT	7.44	7.51	7.75	7.77	7.73	7.73	8.81	8.60	8.32	7.70	8.07	7.87	7.36	-0.51
PM BRD DSCT	5.84	5.89	5.91	6.12	6.17	6.24	6.04	5.72	5.76	5.65	6.02	6.19	5.95	-0.24
PM PL	1.60	1.62	1.84	1.65	1.56	1.49	2.77	2.88	2.56	2.05	1.88	1.68	1.41	-0.27
PM AST PROMO < MRL B4G1F	0.01	0.02	0.02	0.09	0.12	0.05	0.04	0.08	0.20	0.22	0.30	0.15	0.14	-0.01
R. J. REYNOLDS	28.40	28.15	27.06	26.98	26.71	26.82	26.37	26.88	26.29	26.14	26.12	25.87	25.12	-0.75
RJR PREM*	17.58	17.64	17.58	17.63	17.47	17.32	17.16	17.48	17.22	17.07	17.31	17.21	17.44	0.23
RJR DSCT	10.79	10.45	9.35	9.28	9.11	9.36	9.13	9.28	9.01	9.00	8.81	8.65	7.69	-0.96
RJR BRD DSCT	10.18	9.99	9.02	8.94	8.76	8.75	8.37	8.53	8.20	8.11	7.83	7.63	5.83	-1.80
RJR PL	0.61	0.46	0.34	0.34	0.35	0.61	0.76	0.76	0.81	0.88	0.98	1.02	1.85	0.83
RJR ASSORTED PROMO	0.04	0.06	0.12	0.07	0.13	0.15	0.08	0.11	0.05	0.07	0.07	0.05	0.03	-0.02
BROWN & WILLIAMSON	9.77	9.89	9.99	9.69	9.61	9.43	9.46	9.38	9.33	9.05	9.10	9.16	9.00	-0.16
B&W PREM	4.98	4.85	4.97	4.98	5.17	5.02	5.31	5.45	5.41	5.34	5.32	5.22	5.38	0.16
B&W DSCT	4.79	5.04	5.02	4.70	4.44	4.41	4.14	3.94	3.92	3.71	3.78	3.94	3.62	-0.32
LORILLARD	8.58	8.55	8.84	8.95	8.76	8.58	8.57	8.46	8.77	8.99	9.23	9.31	9.08	-0.23
LOR PREM	8.45	8.45	8.72	8.82	8.64	8.47	8.45	8.36	8.64	8.86	9.12	9.18	8.96	-0.22
LOR DSCT	0.13	0.10	0.12	0.13	0.11	0.11	0.12	0.11	0.13	0.13	0.11	0.13	0.12	-0.01
AMERICAN TOBACCO	7.76	8.02	8.30	8.33	8.58	8.43	8.24	8.42	8.71	8.52	8.52	8.22	7.98	-0.24
AMR PREM	5.41	5.44	5.42	5.49	5.47	5.58	5.43	5.39	5.64	5.61	5.59	5.51	5.37	-0.14
AMR DSCT	2.34	2.59	2.88	2.84	3.10	2.85	2.80	3.02	3.06	2.91	2.93	2.71	2.61	-0.10
AMR BRD DSCT	2.08	2.26	2.56	2.52	2.64	2.54	2.40	2.35	2.34	2.39	2.49	2.39	2.37	-0.02
AMR PL	0.26	0.33	0.32	0.31	0.46	0.31	0.40	0.67	0.73	0.52	0.44	0.32	0.24	-0.08
LIGGETT	2.12	2.37	2.61	2.61	2.45	2.61	2.46	2.39	2.15	1.98	1.89	1.86	1.86	0.00
LIG PREM	1.13	1.15	1.14	1.17	1.15	1.17	1.15	1.17	1.14	1.08	1.06	1.06	1.02	-0.04
LIG DSCT	0.99	1.22	1.47	1.44	1.30	1.44	1.32	1.22	1.02	0.90	0.83	0.80	0.83	0.03
LIG BRD DSCT	0.91	1.03	1.27	1.31	1.21	1.34	1.22	1.15	0.94	0.85	0.79	0.74	0.76	0.02
LIG PL	0.09	0.19	0.20	0.14	0.09	0.10	0.10	0.07	0.08	0.05	0.04	0.06	0.07	0.01
A/O CO. - INTL	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.04	0.03	0.03	0.03	0.02	0.02	0.00

\* EFFECTIVE OCT 1994 - INCLUDES ASSORTED PROMOTIONAL PRODUCT

2060071799

**INTEGRATED NIELSEN  
DRUG  
DECEMBER 1994**

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
PHILIP MORRIS	46.93	45.97	44.60	44.60	3.61	3.16	2.72	2.72
PM PREM* - SHR PREM	50.90	50.00	49.10	49.10	2.06	2.05	1.80	1.80
PM DSCT - SHR DSCT	33.07	32.87	31.33	31.33	4.99	3.39	2.18	2.18
PM BRD DSC - SHR BRD DSC	31.84	29.99	27.03	27.03	7.43	4.75	5.25	5.25
PM PL - SHR PL	39.47	48.70	60.16	60.16	-23.02	-16.86	-16.07	-16.07
 MARLBORO	 26.42	 25.20	 23.60	 23.60	 3.72	 3.37	 3.40	 3.40
RED	9.27	8.84	8.36	8.36	1.17	1.04	1.10	1.10
MEDIUM	1.32	1.22	1.17	1.17	0.17	0.12	0.17	0.17
LIGHTS (NM)	12.37	11.81	10.95	10.95	1.75	1.63	1.66	1.66
MENTHOL	0.87	0.83	0.74	0.74	0.22	0.19	0.21	0.21
PM OTHER PREM	13.16	13.04	13.02	13.02	-0.01	0.27	0.15	0.15
BENSON + HEDGES	4.18	4.11	3.98	3.98	0.30	0.30	0.08	0.08
MERIT	3.40	3.38	3.43	3.43	-0.15	0.05	0.11	0.11
VIRGINIA SLIMS	4.13	4.11	4.16	4.16	-0.14	-0.01	0.10	0.10
PARLIAMENT	1.24	1.24	1.24	1.24	0.00	-0.02	-0.06	-0.06
SARATOGA	0.11	0.11	0.12	0.12	-0.04	-0.04	-0.05	-0.05
CAMBRIDGE	1.44	1.48	1.59	1.59	-0.24	-0.24	-0.06	-0.06
ALPINE	0.58	0.62	0.62	0.62	-0.02	0.01	0.08	0.08
BRISTOL	0.04	0.05	0.06	0.06	-0.04	-0.04	-0.07	-0.07
BASIC	3.81	3.87	3.65	3.65	0.48	0.16	0.44	0.44
PM PRIVATE LABEL	1.41	1.64	1.96	1.96	-0.19	-0.28	-1.14	-1.14
 R. J. REYNOLDS	 25.12	 25.65	 26.50	 26.50	 -3.28	 -3.11	 -4.81	 -4.81
RJR PREM* - SHR PREM	22.43	22.66	23.31	23.31	-1.50	-1.44	-0.97	-0.97
RJR DSCT - SHR DSCT	34.54	35.38	35.76	35.76	-6.17	-5.41	-11.74	-11.74
 BROWN & WILLIAMSON	 9.00	 9.08	 9.41	 9.41	 -0.77	 -0.86	 0.31	 0.31
B&W PREM - SHR PREM	6.92	6.95	6.99	6.99	0.13	-0.21	-0.55	-0.55
B&W DSCT - SHR DSCT	16.28	16.01	16.59	16.59	-1.78	-1.19	3.78	3.78
 LORILLARD	 9.08	 9.20	 8.84	 8.84	 0.50	 0.71	 0.88	 0.88
LOR PREM - SHR PREM	11.52	11.86	11.71	11.71	0.01	0.26	0.36	0.36
LOR DSCT - SHR DSCT	0.56	0.52	0.47	0.47	0.07	0.09	0.27	0.27
 AMERICAN TOBACCO	 7.98	 8.22	 8.35	 8.35	 0.22	 0.34	 0.43	 0.43
AMR PREM - SHR PREM	6.90	7.16	7.37	7.37	-0.47	-0.38	-0.34	-0.34
AMR DSCT - SHR DSCT	11.74	11.65	11.26	11.26	2.90	2.89	2.77	2.77
 LIGGETT	 1.86	 1.87	 2.27	 2.27	 -0.26	 -0.20	 0.50	 0.50
LIG PREM - SHR PREM	1.31	1.37	1.50	1.50	-0.23	-0.25	-0.28	-0.28
LIG DSCT - SHR DSCT	3.75	3.51	4.53	4.53	0.00	0.26	2.76	2.76

\* EFFECTIVE OCT 1994 - INCLUDES ASSORTED PROMOTIONAL PRODUCT

2060071800

**INTEGRATED NIELSEN  
DRUG  
DECEMBER 1994**

	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
PHILIP MORRIS	43.32	42.99	43.18	43.42	43.87	44.09	44.88	44.44	44.72	45.30	45.11	45.56	46.93	1.37
PM PREM* - SHR PREM	48.84	48.57	48.34	48.27	48.71	49.15	49.00	48.57	48.76	49.61	49.10	49.67	50.90	1.23
PM DSCT - SHR DSCT	28.08	27.91	29.13	29.70	29.97	29.82	33.45	32.84	32.64	31.61	32.86	32.64	33.07	0.43
PM BRD DSC - SHR BRD DSC	24.41	24.21	24.73	25.78	26.43	26.66	27.07	26.24	27.02	27.06	28.41	29.43	31.84	2.41
PM PL - SHR PL	62.49	62.52	68.26	67.86	63.67	59.17	68.80	65.74	61.27	58.67	56.28	54.58	39.47	-15.11
 MARLBORO	 22.70	 22.32	 22.64	 22.50	 22.95	 23.06	 23.21	 22.97	 23.35	 24.31	 24.02	 24.78	 26.42	 1.64
RED	8.10	8.00	8.24	8.03	8.34	8.06	8.14	8.10	8.21	8.62	8.47	8.63	9.27	0.64
MEDIUM	1.15	1.12	1.19	1.18	1.11	1.12	1.14	1.17	1.13	1.18	1.18	1.14	1.32	0.18
LIGHTS (NM)	10.62	10.46	10.40	10.53	10.72	10.75	10.52	10.52	10.79	11.27	11.15	11.72	12.37	0.65
MENTHOL	0.65	0.65	0.66	0.65	0.69	0.72	0.72	0.75	0.75	0.76	0.78	0.83	0.87	0.04
PM OTHER PREM	13.17	13.14	12.78	13.09	13.10	13.26	12.83	12.78	12.98	13.21	13.02	12.90	13.16	0.26
BENSON + HEDGES	3.88	3.95	3.89	3.86	3.90	3.84	3.98	3.96	3.92	4.09	4.08	4.07	4.18	0.11
MERIT	3.55	3.41	3.38	3.49	3.60	3.63	3.34	3.32	3.46	3.43	3.39	3.34	3.40	0.06
VIRGINIA SLIMS	4.27	4.33	4.07	4.24	4.20	4.30	4.07	4.05	4.14	4.22	4.12	4.06	4.13	0.07
PARLIAMENT	1.24	1.22	1.20	1.25	1.17	1.28	1.21	1.26	1.26	1.28	1.25	1.22	1.24	0.02
SARATOGA	0.15	0.15	0.14	0.16	0.13	0.12	0.12	0.12	0.12	0.11	0.10	0.11	0.11	0.00
CAMBRIDGE	1.68	1.68	1.67	1.67	1.65	1.71	1.64	1.61	1.60	1.45	1.54	1.48	1.44	-0.04
ALPINE	0.60	0.61	0.60	0.67	0.61	0.62	0.64	0.61	0.58	0.57	0.66	0.63	0.58	-0.05
BRISTOL	0.08	0.07	0.06	0.05	0.04	0.06	0.05	0.05	0.07	0.06	0.06	0.05	0.04	-0.01
BASIC	3.33	3.38	3.43	3.62	3.82	3.75	3.64	3.44	3.49	3.56	3.86	3.97	3.81	-0.16
PM PRIVATE LABEL	1.60	1.62	1.84	1.65	1.56	1.49	2.77	2.88	2.56	2.05	1.88	1.68	1.41	-0.27
 R. J. REYNOLDS	 28.40	 28.15	 27.06	 26.98	 26.71	 26.82	 26.37	 26.88	 26.29	 26.14	 26.12	 25.87	 25.12	 -0.75
RJR PREM* - SHR PREM	23.93	24.17	24.00	23.94	23.63	23.44	23.33	23.75	23.19	22.66	22.94	22.69	22.43	-0.26
RJR DSCT - SHR DSCT	40.71	38.81	35.16	35.44	35.28	36.10	34.67	35.46	35.36	36.93	35.89	35.87	34.54	-1.33
 BROWN & WILLIAMSON	 9.77	 9.89	 9.99	 9.69	 9.61	 9.43	 9.46	 9.38	 9.33	 9.05	 9.10	 9.16	 9.00	 -0.16
B&W PREM - SHR PREM	6.79	6.64	6.78	6.77	6.99	6.80	7.23	7.40	7.28	7.09	7.05	6.88	6.92	0.04
B&W DSCT - SHR DSCT	18.06	18.72	18.87	17.97	17.20	17.02	15.73	15.03	15.39	15.25	15.39	16.33	16.28	-0.05
 LORILLARD	 8.58	 8.55	 8.84	 8.95	 8.76	 8.58	 8.57	 8.46	 8.77	 8.99	 9.23	 9.31	 9.08	 -0.23
LOR PREM - SHR PREM	11.51	11.57	11.90	11.97	11.69	11.46	11.49	11.35	11.63	11.76	12.09	12.10	11.52	-0.58
LOR DSCT - SHR DSCT	0.49	0.37	0.45	0.50	0.44	0.44	0.46	0.41	0.53	0.52	0.44	0.55	0.56	0.01
 AMERICAN TOBACCO	 7.76	 8.02	 8.30	 8.33	 8.58	 8.43	 8.24	 8.42	 8.71	 8.52	 8.52	 8.22	 7.98	 -0.24
AMR PREM - SHR PREM	7.37	7.45	7.40	7.46	7.40	7.55	7.39	7.33	7.60	7.45	7.41	7.26	6.90	-0.36
AMR DSCT - SHR DSCT	8.84	9.61	10.82	10.83	12.02	11.01	10.64	11.54	12.02	11.94	11.95	11.23	11.74	0.51
 LIGGETT	 2.12	 2.37	 2.61	 2.61	 2.45	 2.61	 2.46	 2.39	 2.15	 1.98	 1.89	 1.86	 1.86	 0.00
LIG PREM - SHR PREM	1.54	1.58	1.56	1.58	1.56	1.58	1.56	1.59	1.53	1.43	1.40	1.40	1.31	-0.09
LIG DSCT - SHR DSCT	3.75	4.52	5.52	5.51	5.03	5.56	4.99	4.65	3.99	3.69	3.40	3.32	3.75	0.43

\* EFFECTIVE OCT 1994 - INCLUDES ASSORTED PROMOTIONAL PRODUCT

206071801

**INTEGRATED NIELSEN  
TOP 25 BRANDS  
DRUG  
DECEMBER 1994**

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
MARLBORO	26.42	25.20	23.60	23.60	3.72	3.37	3.40	3.40
MARLBORO B4G1F	0.00	0.01	0.13	0.13	0.00	0.01	0.13	0.13
NEWPORT	5.82	5.87	5.48	5.48	0.74	0.92	1.15	1.15
WINSTON	5.51	5.62	5.61	5.61	-0.25	-0.15	0.36	0.36
WINSTON LESS SELECT	5.09	5.16	5.15	5.15	-0.26	0.10	0.46	0.46
WINSTON SELECT	0.42	0.46	0.46	0.46	0.01	-0.24	-0.10	-0.10
WINSTON SELECT LTS	0.23	0.26	0.26	0.26	0.01	-0.18	0.00	0.00
SALEM	5.34	5.25	5.15	5.15	0.22	0.25	0.18	0.18
BENSON+HEDGES	4.18	4.11	3.98	3.98	0.30	0.30	0.08	0.08
KOOL	4.16	4.06	3.94	3.94	0.53	0.19	0.04	0.04
VIRGINIA SLIMS	4.13	4.11	4.16	4.16	-0.14	-0.01	0.10	0.10
BASIC	3.81	3.87	3.65	3.65	0.48	0.16	0.44	0.44
DORAL	3.66	3.81	3.98	3.98	-0.87	-0.69	-0.37	-0.37
MERIT	3.40	3.38	3.43	3.43	-0.15	0.05	0.11	0.11
GPC	2.60	2.74	3.02	3.02	-0.94	-0.76	0.40	0.40
CARLTON	2.42	2.46	2.48	2.48	-0.02	0.05	0.04	0.04
CAMEL FILTERS	2.16	2.05	2.11	2.11	0.16	0.10	0.27	0.27
CAMEL SPECIAL LTS	0.19	0.20	0.23	0.23	-0.05	-0.03	0.05	0.05
CAMEL NON-FILTER	0.77	0.77	0.74	0.74	0.03	0.03	-0.03	-0.03
PALL MALL	1.83	1.86	1.80	1.80	0.09	0.09	0.15	0.15
KENT	1.82	1.86	1.87	1.87	-0.22	-0.17	-0.21	-0.21
CAMBRIDGE	1.44	1.48	1.59	1.59	-0.24	-0.24	-0.06	-0.06
VANTAGE	1.43	1.40	1.48	1.48	-0.13	-0.14	-0.09	-0.09
BEST VALUE	1.41	2.32	3.15	3.15	-2.71	-2.13	-3.79	-3.79
MISTY	1.39	1.42	1.38	1.38	0.26	0.24	0.19	0.19
PARLIAMENT	1.24	1.24	1.24	1.24	0.00	-0.02	-0.06	-0.06
NOW	1.13	1.14	1.20	1.20	-0.18	-0.15	-0.14	-0.14
MORE	1.06	1.06	1.07	1.07	-0.03	-0.05	-0.07	-0.07
MONTCLAIR	0.93	0.93	0.94	0.94	0.15	0.16	0.15	0.15
VICEROY	0.87	0.87	0.97	0.97	-0.09	-0.06	0.08	0.08
CAPRI	0.85	0.86	0.85	0.85	0.00	0.05	0.06	0.06

2060071802

**INTEGRATED NIELSEN  
TOP 25 BRANDS  
DRUG  
DECEMBER 1994**

	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
MARLBORO	22.70	22.32	22.64	22.50	22.95	23.06	23.21	22.97	23.35	24.31	24.02	24.78	26.42	1.64
MARLBORO B4G1F	0.00	0.00	0.00	0.00	0.00	0.24	0.61	0.38	0.17	0.02	0.02	0.01	0.00	-0.01
NEWPORT	5.08	5.10	5.32	5.53	5.23	5.16	5.28	5.27	5.45	5.68	5.89	5.91	5.82	-0.09
WINSTON	5.76	5.69	5.61	5.69	5.55	5.52	5.49	5.76	5.51	5.69	5.75	5.62	5.51	-0.11
WINSTON LESS SELECT	5.35	5.24	5.15	5.21	5.15	5.10	5.09	5.18	5.02	5.22	5.26	5.14	5.09	-0.05
WINSTON SELECT	0.41	0.45	0.46	0.48	0.41	0.42	0.40	0.58	0.49	0.46	0.49	0.48	0.42	-0.06
WINSTON SELECT LTS	0.22	0.24	0.26	0.26	0.22	0.22	0.21	0.33	0.29	0.27	0.29	0.26	0.23	-0.03
SALEM	5.12	5.15	5.06	5.15	5.07	5.03	5.24	5.13	5.15	5.08	5.23	5.15	5.34	0.19
BENSON+HEDGES	3.88	3.95	3.89	3.86	3.90	3.84	3.98	3.96	3.92	4.09	4.08	4.07	4.18	0.11
KOOL	3.63	3.55	3.68	3.72	3.96	3.75	4.07	4.17	4.10	4.04	4.03	3.94	4.16	0.22
VIRGINIA SLIMS	4.27	4.33	4.07	4.24	4.20	4.30	4.07	4.05	4.14	4.22	4.12	4.06	4.13	0.07
BASIC	3.33	3.38	3.43	3.62	3.82	3.75	3.64	3.44	3.49	3.56	3.86	3.97	3.81	-0.16
DORAL	4.53	4.45	4.38	4.20	3.95	3.83	3.82	3.95	3.93	3.86	3.84	3.99	3.66	-0.33
MERIT	3.55	3.41	3.38	3.49	3.60	3.63	3.34	3.32	3.46	3.43	3.39	3.34	3.40	0.06
GPC	3.54	3.70	3.73	3.37	3.12	3.15	2.88	2.78	2.80	2.64	2.74	2.92	2.60	-0.32
CARLTON	2.44	2.46	2.45	2.48	2.51	2.53	2.44	2.40	2.51	2.57	2.47	2.51	2.42	-0.09
CAMEL FILTERS	2.00	2.15	2.08	2.21	2.20	2.22	2.02	2.15	2.14	2.00	1.92	2.01	2.16	0.15
CAMEL SPECIAL LTS	0.24	0.29	0.27	0.28	0.25	0.25	0.20	0.23	0.20	0.21	0.20	0.21	0.19	-0.02
CAMEL NON-FILTER	0.74	0.74	0.74	0.69	0.69	0.72	0.71	0.78	0.78	0.75	0.76	0.79	0.77	-0.02
PALL MALL	1.74	1.74	1.75	1.74	1.73	1.75	1.76	1.81	1.85	1.84	1.89	1.88	1.83	-0.05
KENT	2.04	2.02	1.93	1.87	1.95	1.88	1.79	1.76	1.83	1.85	1.88	1.89	1.82	-0.07
CAMBRIDGE	1.68	1.68	1.67	1.67	1.65	1.71	1.64	1.61	1.60	1.45	1.54	1.48	1.44	-0.04
VANTAGE	1.56	1.59	1.64	1.57	1.56	1.59	1.46	1.43	1.41	1.35	1.38	1.38	1.43	0.05
BEST VALUE	4.12	4.00	3.17	3.28	3.41	3.64	3.50	3.51	3.25	3.19	3.04	2.80	1.41	-1.39
MISTY	1.13	1.19	1.36	1.38	1.44	1.45	1.35	1.38	1.33	1.38	1.47	1.40	1.39	-0.01
PARLIAMENT	1.24	1.22	1.20	1.25	1.17	1.28	1.21	1.26	1.26	1.28	1.25	1.22	1.24	0.02
NOW	1.31	1.18	1.30	1.29	1.30	1.22	1.19	1.20	1.19	1.15	1.11	1.18	1.13	-0.05
MORE	1.09	1.13	1.15	1.04	1.10	1.02	1.04	1.03	1.04	1.06	1.09	1.03	1.06	0.03
MONTCLAIR	0.78	0.89	1.04	1.00	1.05	0.96	0.90	0.85	0.88	0.92	0.94	0.92	0.93	0.01
VICEROY	0.96	1.02	1.01	1.03	1.05	1.04	1.07	0.99	0.97	0.89	0.89	0.86	0.87	0.01
CAPRI	0.85	0.83	0.84	0.83	0.79	0.87	0.84	0.84	0.88	0.86	0.86	0.88	0.85	-0.03

20600718093

**INTEGRATED NIELSEN  
DISCOUNT CATEGORY  
DRUG  
DECEMBER 1994**

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
<b>PRIVATE LABEL</b>								
<u>PL Share of Industry</u>								
PM PL	1.41	1.64	1.96	1.96	-0.19	-0.28	-1.14	-1.14
RJR PL	1.85	1.34	0.78	0.78	1.24	0.70	0.21	0.21
AMERICAN PL	0.24	0.33	0.42	0.42	-0.02	0.03	0.13	0.13
LIGGETT PL	0.07	0.06	0.10	0.10	-0.02	-0.01	-0.01	-0.01
TOTAL PL	3.58	3.36	3.26	3.26	1.02	0.44	-0.81	-0.81
<u>PL Share of Segment</u>								
PM PL	39.47	48.70	60.16	60.16	-23.02	-16.86	-16.07	-16.07
RJR PL	51.76	39.82	24.00	24.00	27.74	18.08	9.96	9.96
AMERICAN PL	6.72	9.70	12.83	12.83	-3.43	-0.47	5.75	5.75
LIGGETT PL	2.05	1.78	3.00	3.00	-1.29	-0.75	0.35	0.35
<b>BRANDED DISCOUNT</b>								
BASIC	3.81	3.87	3.65	3.65	0.48	0.16	0.44	0.44
BEST VALUE	1.41	2.32	3.15	3.15	-2.71	-2.13	-3.79	-3.79
MONARCH	0.57	0.62	0.79	0.79	-0.44	-0.54	-0.85	-0.85
GPC	2.60	2.74	3.02	3.02	-0.94	-0.76	0.40	0.40
RALEIGH EXTRA	0.13	0.14	0.19	0.19	-0.12	-0.17	-0.07	-0.07
DORAL	3.66	3.81	3.98	3.98	-0.87	-0.69	-0.37	-0.37
CAMBRIDGE	1.44	1.48	1.59	1.59	-0.24	-0.24	-0.06	-0.06
VICEROY	0.87	0.87	0.97	0.97	-0.09	-0.06	0.08	0.08
MISTY	1.39	1.42	1.38	1.38	0.26	0.24	0.19	0.19
MONTCLAIR	0.93	0.93	0.94	0.94	0.15	0.16	0.15	0.15
ALPINE	0.58	0.62	0.62	0.62	-0.02	0.01	0.08	0.08
STERLING	0.04	0.05	0.13	0.13	-0.18	-0.21	-0.22	-0.22
BRISTOL	0.04	0.05	0.06	0.06	-0.04	-0.04	-0.07	-0.07
MAGNA	0.03	0.03	0.07	0.07	-0.10	-0.12	-0.16	-0.16
PYRAMID	0.01	0.02	0.04	0.04	-0.07	-0.08	-0.11	-0.11
RIVIERA	0.01	0.02	0.04	0.04	-0.02	-0.02	-0.05	-0.05
BUCKS	0.01	0.01	0.02	0.02	-0.04	-0.03	-0.02	-0.02
RICHLAND 20'S	0.02	0.02	0.03	0.03	-0.01	-0.01	-0.02	-0.02
AMERICAN FF/LTS	0.01	0.01	0.02	0.02	-0.06	-0.07	-0.07	-0.07
OLD GOLD	0.11	0.11	0.12	0.12	-0.02	-0.01	0.03	0.03
COVINGTON	0.00	0.00	0.13	0.13	0.00	0.00	0.13	0.13
A/O BRANDED DISCOUNT *	1.00	1.00	1.17	1.17	-0.19	-0.10	0.45	0.45
<b>TOTAL BRANDED DISCOUNT *</b>	<b>18.68</b>	<b>20.15</b>	<b>22.08</b>	<b>22.08</b>	<b>-5.27</b>	<b>-4.71</b>	<b>-3.94</b>	<b>-3.94</b>
<b>BASIC SHARE OF DISCOUNT</b>	<b>17.12</b>	<b>16.47</b>	<b>14.39</b>	<b>14.39</b>	<b>4.54</b>	<b>3.11</b>	<b>3.72</b>	<b>3.72</b>
<b>TOTAL DISCOUNT CATEGORY</b>	<b>22.26</b>	<b>23.51</b>	<b>25.34</b>	<b>25.34</b>	<b>-4.25</b>	<b>-4.27</b>	<b>-4.75</b>	<b>-4.75</b>

\* INCLUDES ASSORTED PROMOTIONAL PRODUCTS

206071804

**INTEGRATED NIELSEN  
DISCOUNT CATEGORY  
DRUG  
DECEMBER 1994**

	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
<b>PRIVATE LABEL</b>														
<u>PL Share of Industry</u>														
PM PL	1.60	1.62	1.84	1.65	1.56	1.49	2.77	2.88	2.56	2.05	1.88	1.68	1.41	-0.27
RJR PL	0.61	0.46	0.34	0.34	0.35	0.61	0.76	0.76	0.81	0.88	0.98	1.02	1.85	0.83
AMERICAN PL	0.26	0.33	0.32	0.31	0.46	0.31	0.40	0.67	0.73	0.52	0.44	0.32	0.24	-0.08
LIGGETT PL	0.09	0.19	0.20	0.14	0.09	0.10	0.10	0.07	0.08	0.05	0.04	0.06	0.07	0.01
TOTAL PL	2.56	2.60	2.69	2.44	2.45	2.52	4.03	4.38	4.18	3.50	3.35	3.09	3.58	0.49
<u>PL Share of Segment</u>														
PM PL	62.49	62.52	68.26	67.86	63.67	59.17	68.80	65.74	61.27	58.67	56.28	54.58	39.47	-15.11
RJR PL	24.02	17.67	12.51	13.81	14.13	24.24	18.80	17.28	19.46	25.15	29.21	33.08	51.76	18.68
AMERICAN PL	10.15	12.56	11.85	12.78	18.69	12.50	9.93	15.33	17.44	14.75	13.19	10.46	6.72	-3.74
LIGGETT PL	3.34	7.25	7.38	5.55	3.52	4.08	2.47	1.65	1.83	1.42	1.31	1.88	2.05	0.17
<u>BRANDED DISCOUNT</u>														
BASIC	3.33	3.38	3.43	3.62	3.82	3.75	3.64	3.44	3.49	3.56	3.86	3.97	3.81	-0.16
BEST VALUE	4.12	4.00	3.17	3.28	3.41	3.64	3.50	3.51	3.25	3.19	3.04	2.80	1.41	-1.39
MONARCH	1.01	1.02	0.99	0.97	0.91	0.86	0.71	0.72	0.70	0.75	0.68	0.62	0.57	-0.05
GPC	3.54	3.70	3.73	3.37	3.12	3.15	2.88	2.78	2.80	2.64	2.74	2.92	2.60	-0.32
RALEIGH EXTRA	0.25	0.28	0.25	0.26	0.23	0.19	0.17	0.15	0.13	0.17	0.14	0.15	0.13	-0.02
DORAL	4.53	4.45	4.38	4.20	3.95	3.83	3.82	3.95	3.93	3.86	3.84	3.99	3.66	-0.33
CAMBRIDGE	1.68	1.68	1.67	1.67	1.65	1.71	1.64	1.61	1.60	1.45	1.54	1.48	1.44	-0.04
VICEROY	0.96	1.02	1.01	1.03	1.05	1.04	1.07	0.99	0.97	0.89	0.89	0.86	0.87	0.01
MISTY	1.13	1.19	1.36	1.38	1.44	1.45	1.35	1.38	1.33	1.38	1.47	1.40	1.39	-0.01
MONTCLAIR	0.78	0.89	1.04	1.00	1.05	0.96	0.90	0.85	0.88	0.92	0.94	0.92	0.93	0.01
ALPINE	0.60	0.61	0.60	0.67	0.61	0.62	0.64	0.61	0.58	0.57	0.66	0.63	0.58	-0.05
STERLING	0.22	0.22	0.21	0.18	0.19	0.15	0.12	0.14	0.10	0.10	0.08	0.05	0.04	-0.01
BRISTOL	0.08	0.07	0.06	0.05	0.04	0.06	0.05	0.05	0.07	0.06	0.06	0.05	0.04	-0.01
MAGNA	0.13	0.12	0.10	0.10	0.10	0.09	0.07	0.05	0.05	0.03	0.04	0.03	0.03	0.00
PYRAMID	0.08	0.07	0.07	0.05	0.05	0.04	0.05	0.05	0.05	0.02	0.02	0.03	0.01	-0.02
RIVIERA	0.03	0.05	0.05	0.05	0.04	0.05	0.05	0.04	0.04	0.03	0.03	0.02	0.01	-0.01
BUCKS	0.05	0.05	0.05	0.05	0.03	0.03	0.02	0.01	0.02	0.01	0.02	0.01	0.01	0.00
RICHLAND 20'S	0.03	0.04	0.04	0.03	0.03	0.03	0.03	0.02	0.02	0.02	0.01	0.01	0.02	0.01
AMERICAN FF/LTS	0.07	0.05	0.03	0.02	0.03	0.03	0.02	0.01	0.02	0.02	0.01	0.01	0.01	0.00
OLD GOLD	0.13	0.10	0.12	0.13	0.11	0.11	0.12	0.11	0.13	0.12	0.10	0.12	0.11	-0.01
COVINGTON	0.00	0.05	0.26	0.26	0.30	0.30	0.18	0.19	0.01	0.00	0.00	0.00	0.00	0.00
A/O BRAND DISCOUNT *	1.19	1.29	1.31	1.35	1.18	1.31	1.30	1.15	1.15	1.05	1.04	0.97	1.00	0.03
<b>TOTAL BRAND DISCOUNT *</b>	<b>23.95</b>	<b>24.32</b>	<b>23.91</b>	<b>23.73</b>	<b>23.36</b>	<b>23.40</b>	<b>22.31</b>	<b>21.80</b>	<b>21.31</b>	<b>20.86</b>	<b>21.20</b>	<b>21.04</b>	<b>18.68</b>	<b>-2.36</b>
<b>BASIC SHARE OF DISCOUNT</b>	<b>12.58</b>	<b>12.56</b>	<b>12.91</b>	<b>13.82</b>	<b>14.80</b>	<b>14.45</b>	<b>13.81</b>	<b>13.14</b>	<b>13.68</b>	<b>14.60</b>	<b>15.71</b>	<b>16.45</b>	<b>17.12</b>	<b>0.67</b>
<b>TOTAL DISCOUNT CATEGORY</b>	<b>26.51</b>	<b>26.92</b>	<b>26.60</b>	<b>26.17</b>	<b>25.81</b>	<b>25.92</b>	<b>26.34</b>	<b>26.18</b>	<b>25.49</b>	<b>24.36</b>	<b>24.55</b>	<b>24.12</b>	<b>22.26</b>	<b>-1.86</b>

\* INCLUDES ASSORTED PROMOTIONAL PRODUCT

2060071805

**INTEGRATED NIELSEN  
COMPANY PERFORMANCE  
MASS MERCHANDISER  
DECEMBER 1994**

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
PHILIP MORRIS	53.09	52.11	48.41	48.41	8.53	8.71	8.61	8.61
PM PREM*	42.88	41.34	37.82	37.82	7.90	7.36	8.90	8.90
PM DSCT	10.21	10.77	10.58	10.58	0.63	1.36	-0.28	-0.28
PM BRD DSCT	8.68	9.09	8.53	8.53	2.10	2.93	2.94	2.94
PM PL	1.53	1.68	2.05	2.05	-1.46	-1.57	-3.22	-3.22
PM AST PROMO < MRL B4G1F	0.05	0.16	0.05	0.05	0.05	0.16	0.03	0.03
R. J. REYNOLDS	26.42	26.86	29.98	29.98	-7.18	-7.20	-7.54	-7.54
RJR PREM*	18.08	18.36	19.35	19.35	-2.16	-1.83	-1.44	-1.44
RJR DSCT	8.34	8.50	10.58	10.58	-4.94	-5.28	-5.88	-5.88
RJR BRD DSCT	7.93	8.14	10.15	10.15	-4.92	-5.18	-5.59	-5.59
RJR PL	0.41	0.36	0.43	0.43	-0.02	-0.10	-0.29	-0.29
RJR ASSORTED PROMO	0.06	0.07	0.07	0.07	-0.03	-0.02	-0.20	-0.20
BROWN & WILLIAMSON	9.60	9.89	10.22	10.22	-1.17	-1.29	-1.10	-1.10
B&W PREM	3.67	3.75	3.73	3.73	-0.08	-0.02	0.02	0.02
B&W DSCT	5.93	6.14	6.49	6.49	-1.09	-1.27	-1.12	-1.12
LORILLARD	4.59	4.68	4.57	4.57	0.34	0.37	0.46	0.46
LOR PREM	4.38	4.48	4.37	4.37	0.27	0.30	0.33	0.33
LOR DSCT	0.20	0.20	0.20	0.20	0.06	0.07	0.13	0.13
AMERICAN TOBACCO	5.95	6.08	6.29	6.29	-0.08	-0.20	-0.09	-0.09
AMR PREM	3.64	3.75	3.86	3.86	-0.33	-0.34	-0.30	-0.30
AMR DSCT	2.30	2.33	2.43	2.43	0.24	0.15	0.22	0.22
AMR BRD DSCT	2.30	2.33	2.43	2.43	0.24	0.15	0.22	0.22
AMR PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
LIGGETT	0.36	0.37	0.53	0.53	-0.41	-0.41	-0.31	-0.31
LIG PREM	0.31	0.32	0.42	0.42	-0.31	-0.29	-0.21	-0.21
LIG DSCT	0.05	0.05	0.12	0.12	-0.10	-0.11	-0.09	-0.09
LIG BRD DSCT	0.05	0.05	0.12	0.12	-0.10	-0.11	-0.09	-0.09
LIG PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
A/O CO. - INTL	0.00	0.00	0.00	0.00	-0.01	-0.01	-0.02	-0.02

\* EFFECTIVE OCT 1994 - INCLUDES ASSORTED PROMOTIONAL PRODUCT

2060071806

**INTEGRATED NIELSEN  
COMPANY PERFORMANCE  
MASS MERCHANDISER  
DECEMBER 1994**

	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
PHILIP MORRIS	44.56	43.85	43.99	44.48	45.08	45.86	47.69	50.23	49.69	50.42	51.33	51.53	53.09	1.56
PM PREM*	34.98	33.96	34.12	34.39	35.09	35.68	36.76	39.22	38.61	39.25	39.98	40.54	42.88	2.34
PM DSCT	9.58	9.88	9.87	10.07	9.98	10.18	10.93	11.00	11.04	11.17	11.34	10.99	10.21	-0.78
PM BRD DSCT	6.58	7.01	7.36	7.71	7.87	8.11	8.87	8.99	9.00	9.25	9.49	9.28	8.68	-0.60
PM PL	2.99	2.88	2.51	2.36	2.11	2.07	2.07	2.01	2.04	1.92	1.86	1.71	1.53	-0.18
PM AST PROMO < MRL B4G1F	0.00	0.00	0.00	0.01	0.00	0.00	0.00	0.00	0.04	0.00	0.22	0.26	0.05	-0.21
R. J. REYNOLDS	33.60	34.23	33.92	33.55	32.87	32.09	30.41	28.19	28.72	28.10	27.24	27.10	26.42	-0.68
RJR PREM*	20.24	20.45	20.36	20.19	20.05	20.16	19.74	18.77	19.29	18.91	18.60	18.53	18.08	-0.45
RJR DSCT	13.28	13.72	13.50	13.30	12.75	11.87	10.62	9.35	9.34	9.10	8.64	8.57	8.34	-0.23
RJR BRD DSCT	12.85	13.24	13.05	12.81	12.22	11.37	10.13	8.91	8.97	8.75	8.34	8.23	7.93	-0.30
RJR PL	0.43	0.47	0.46	0.49	0.53	0.50	0.49	0.44	0.38	0.35	0.30	0.35	0.41	0.06
RJR ASSORTED PROMO	0.09	0.07	0.06	0.06	0.08	0.07	0.05	0.07	0.09	0.08	0.07	0.09	0.06	-0.03
BROWN & WILLIAMSON	10.77	10.68	10.50	10.30	10.20	10.36	10.53	10.15	10.15	10.30	10.17	10.03	9.60	-0.43
B&W PREM	3.75	3.66	3.77	3.72	3.71	3.66	3.67	3.77	3.77	3.81	3.81	3.80	3.67	-0.13
B&W DSCT	7.02	7.02	6.73	6.58	6.49	6.70	6.85	6.38	6.38	6.49	6.36	6.23	5.93	-0.30
LORILLARD	4.25	4.25	4.48	4.52	4.64	4.57	4.36	4.53	4.77	4.57	4.63	4.86	4.59	-0.27
LOR PREM	4.11	4.07	4.30	4.32	4.46	4.39	4.18	4.34	4.54	4.36	4.43	4.66	4.38	-0.28
LOR DSCT	0.14	0.18	0.17	0.20	0.18	0.18	0.19	0.18	0.23	0.21	0.20	0.21	0.20	-0.01
AMERICAN TOBACCO	6.03	6.17	6.35	6.38	6.47	6.48	6.57	6.40	6.21	6.21	6.24	6.10	5.95	-0.15
AMR PREM	3.97	4.02	3.94	3.97	3.93	3.96	3.93	3.79	3.81	3.79	3.85	3.79	3.64	-0.15
AMR DSCT	2.06	2.15	2.41	2.41	2.55	2.52	2.63	2.61	2.40	2.42	2.39	2.31	2.30	-0.01
AMR BRD DSCT	2.06	2.15	2.41	2.41	2.55	2.52	2.63	2.61	2.40	2.42	2.39	2.31	2.30	-0.01
AMR PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
LIGGETT	0.77	0.81	0.76	0.77	0.73	0.63	0.44	0.50	0.46	0.40	0.38	0.38	0.36	-0.02
LIG PREM	0.62	0.61	0.59	0.56	0.53	0.51	0.38	0.35	0.33	0.32	0.32	0.32	0.31	-0.01
LIG DSCT	0.15	0.21	0.17	0.21	0.19	0.12	0.05	0.15	0.13	0.08	0.06	0.06	0.05	-0.01
LIG BRD DSCT	0.15	0.21	0.17	0.21	0.19	0.12	0.05	0.15	0.13	0.08	0.06	0.06	0.05	-0.01
LIG PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
A/O CO. - INTL	0.01	0.00	0.01	0.00	0.00	0.00	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0.00

\* EFFECTIVE OCT 1994 - INCLUDES ASSORTED PROMOTIONAL PRODUCT

2060071807

INTEGRATED NIELSEN  
MASS MERCHANTISER  
DECEMBER 1994

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
PHILIP MORRIS	53.09	52.11	48.41	48.41	8.53	8.71	8.61	8.61
PM PREM* - SHR PREM	58.77	57.42	54.37	54.37	7.08	6.57	7.94	7.94
PM DSCT - SHR DSCT	37.76	38.47	34.83	34.83	8.06	10.02	5.81	5.81
PM BRD DSC - SHR BRD DSC	34.59	35.02	30.57	30.57	11.74	14.04	12.78	12.78
PM PL - SHR PL	78.85	82.34	82.76	82.76	-8.47	-5.32	-5.20	-5.20
MARLBORO	32.90	31.21	27.49	27.49	8.48	7.57	8.12	8.12
RED	10.59	9.92	8.73	8.73	2.64	2.19	2.35	2.35
MEDIUM	1.96	1.80	1.57	1.57	0.45	0.33	0.43	0.43
LIGHTS (NM)	15.34	14.69	12.96	12.96	3.97	3.76	4.01	4.01
MENTHOL	0.82	0.77	0.69	0.69	0.23	0.17	0.21	0.21
PM OTHER PREM	9.98	10.14	10.33	10.33	-0.59	-0.20	0.77	0.77
BENSON + HEDGES	2.87	2.89	2.87	2.87	-0.02	0.06	0.30	0.30
MERIT	2.61	2.64	2.74	2.74	-0.37	-0.21	0.10	0.10
VIRGINIA SLIMS	4.07	4.18	4.24	4.24	-0.10	0.06	0.40	0.40
PARLIAMENT	0.33	0.33	0.35	0.35	-0.05	-0.04	0.02	0.02
SARATOGA	0.10	0.10	0.12	0.12	-0.05	-0.07	-0.04	-0.04
CAMBRIDGE	3.66	3.83	4.04	4.04	-0.34	-0.23	-0.16	-0.16
ALPINE	0.32	0.33	0.48	0.48	-0.30	-0.32	-0.19	-0.19
BRISTOL	0.04	0.04	0.11	0.11	-0.15	-0.16	-0.12	-0.12
BASIC	4.65	4.88	3.86	3.86	2.93	3.67	3.42	3.42
PM PRIVATE LABEL	1.53	1.68	2.05	2.05	-1.46	-1.57	-3.22	-3.22
R. J. REYNOLDS	26.42	26.86	29.98	29.98	-7.18	-7.20	-7.54	-7.54
RJR PREM* - SHR PREM	24.78	25.51	27.82	27.82	-5.12	-4.70	-5.56	-5.56
RJR DSCT - SHR DSCT	30.85	30.34	34.80	34.80	-10.35	-11.32	-9.19	-9.19
BROWN & WILLIAMSON	9.60	9.89	10.22	10.22	-1.17	-1.29	-1.10	-1.10
B&W PREM - SHR PREM	5.02	5.21	5.37	5.37	-0.52	-0.43	-0.59	-0.59
B&W DSCT - SHR DSCT	21.94	21.94	21.35	21.35	0.16	-0.45	1.01	1.01
LORILLARD	4.59	4.68	4.57	4.57	0.34	0.37	0.46	0.46
LOR PREM - SHR PREM	6.01	6.22	6.28	6.28	-0.06	-0.03	-0.21	-0.21
LOR DSCT - SHR DSCT	0.76	0.73	0.65	0.65	0.31	0.34	0.47	0.47
AMERICAN TOBACCO	5.95	6.08	6.29	6.29	-0.08	-0.20	-0.09	-0.09
AMR PREM - SHR PREM	4.99	5.21	5.55	5.55	-0.88	-0.91	-1.14	-1.14
AMR DSCT - SHR DSCT	8.53	8.33	7.99	7.99	2.13	1.73	2.07	2.07
LIGGETT	0.36	0.37	0.53	0.53	-0.41	-0.41	-0.31	-0.31
LIG PREM - SHR PREM	0.43	0.44	0.60	0.60	-0.49	-0.48	-0.42	-0.42
LIG DSCT - SHR DSCT	0.17	0.19	0.38	0.38	-0.30	-0.31	-0.18	-0.18

\* EFFECTIVE OCT 1994 - INCLUDES ASSORTED PROMOTIONAL PRODUCT

2060071808

**INTEGRATED NIELSEN  
MASS MERCHANDISER  
DECEMBER 1994**

	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
PHILIP MORRIS	44.56	43.85	43.99	44.48	45.08	45.86	47.69	50.23	49.69	50.42	51.33	51.53	53.09	1.56
PM PREM* - SHR PREM	51.69	50.87	50.86	51.21	51.77	52.19	53.53	55.82	54.87	55.71	56.31	56.59	58.77	2.18
PM DSCT - SHR DSCT	29.70	29.80	30.04	30.74	31.06	32.24	34.95	37.09	37.41	37.91	39.13	38.75	37.76	-0.99
PM BRD DSC - SHR BRD DSC	22.85	23.50	24.62	25.77	26.68	27.96	30.87	33.03	33.22	34.01	35.35	35.27	34.59	-0.68
PM PL - SHR PL	87.32	85.85	84.62	82.97	79.92	80.51	80.77	82.20	84.37	84.44	85.94	83.15	78.85	-4.30
 MARLBORO	 24.42	 23.61	 23.86	 24.07	 24.65	 25.06	 26.24	 28.98	 28.28	 28.77	 29.64	 30.40	 32.90	 2.50
RED	7.95	7.65	7.81	7.68	7.89	7.94	8.30	8.89	9.04	9.04	9.30	9.60	10.59	0.99
MEDIUM	1.51	1.39	1.41	1.35	1.49	1.44	1.47	1.60	1.52	1.59	1.67	1.71	1.96	0.25
LIGHTS (NM)	11.37	11.01	11.08	11.44	11.72	12.01	12.30	13.38	13.31	13.84	14.07	14.38	15.34	0.96
MENTHOL	0.59	0.61	0.58	0.63	0.64	0.67	0.66	0.71	0.66	0.70	0.73	0.74	0.82	0.08
PM OTHER PREM	10.57	10.36	10.26	10.34	10.44	10.63	10.52	10.25	10.36	10.48	10.34	10.14	9.98	-0.16
BENSON + HEDGES	2.89	2.91	2.87	2.86	2.80	2.84	2.86	2.79	2.85	3.00	2.92	2.89	2.87	-0.02
MERIT	2.98	2.86	2.70	2.70	2.79	2.89	2.82	2.80	2.79	2.73	2.70	2.62	2.61	-0.01
VIRGINIA SLIMS	4.17	4.07	4.19	4.25	4.33	4.42	4.30	4.19	4.27	4.33	4.33	4.18	4.07	-0.11
PARLIAMENT	0.38	0.36	0.36	0.37	0.39	0.35	0.39	0.34	0.33	0.32	0.30	0.34	0.33	-0.01
SARATOGA	0.15	0.15	0.14	0.15	0.13	0.13	0.13	0.12	0.11	0.10	0.09	0.10	0.10	0.00
CAMBRIDGE	4.00	4.32	4.32	4.18	4.17	4.11	4.16	4.02	3.94	3.98	3.98	3.93	3.66	-0.27
ALPINE	0.62	0.58	0.59	0.63	0.61	0.61	0.62	0.45	0.43	0.37	0.34	0.32	0.32	0.00
BRISTOL	0.19	0.18	0.18	0.19	0.15	0.17	0.14	0.11	0.09	0.07	0.05	0.04	0.04	0.00
BASIC	1.72	1.86	2.21	2.68	2.91	3.18	3.91	4.40	4.53	4.81	5.10	4.97	4.65	-0.32
PM PRIVATE LABEL	2.99	2.88	2.51	2.36	2.11	2.07	2.07	2.01	2.04	1.92	1.86	1.71	1.53	-0.18
 R. J. REYNOLDS	 33.60	 34.23	 33.92	 33.55	 32.87	 32.09	 30.41	 28.19	 28.72	 28.10	 27.24	 27.10	 26.42	 -0.68
RJR PREM* - SHR PREM	29.90	30.62	30.35	30.06	29.58	29.49	28.74	26.72	27.42	26.85	26.20	25.87	24.78	-1.09
RJR DSCT - SHR DSCT	41.20	41.36	41.10	40.58	39.66	37.59	33.96	31.52	31.65	30.89	29.80	30.22	30.85	0.63
 BROWN & WILLIAMSON	 10.77	 10.68	 10.50	 10.30	 10.20	 10.36	 10.53	 10.15	 10.15	 10.30	 10.17	 10.03	 9.60	 -0.43
B&W PREM - SHR PREM	5.54	5.48	5.61	5.54	5.47	5.35	5.35	5.37	5.36	5.41	5.37	5.31	5.02	-0.29
B&W DSCT - SHR DSCT	21.78	21.18	20.49	20.06	20.20	21.22	21.91	21.49	21.60	22.02	21.94	21.95	21.94	-0.01
 LORILLARD	 4.25	 4.25	 4.48	 4.52	 4.64	 4.57	 4.36	 4.53	 4.77	 4.57	 4.63	 4.86	 4.59	 -0.27
LOR PREM - SHR PREM	6.07	6.09	6.42	6.43	6.58	6.42	6.08	6.18	6.45	6.20	6.24	6.50	6.01	-0.49
LOR DSCT - SHR DSCT	0.45	0.56	0.53	0.61	0.56	0.58	0.59	0.62	0.79	0.70	0.69	0.73	0.76	0.03
 AMERICAN TOBACCO	 6.03	 6.17	 6.35	 6.38	 6.47	 6.48	 6.57	 6.40	 6.21	 6.21	 6.24	 6.10	 5.95	 -0.15
AMR PREM - SHR PREM	5.87	6.02	5.87	5.91	5.79	5.80	5.73	5.40	5.42	5.39	5.42	5.29	4.99	-0.30
AMR DSCT - SHR DSCT	6.40	6.48	7.33	7.37	7.92	7.99	8.42	8.78	8.12	8.20	8.25	8.15	8.53	0.38
 LIGGETT	 0.77	 0.81	 0.76	 0.77	 0.73	 0.63	 0.44	 0.50	 0.46	 0.40	 0.38	 0.38	 0.36	 -0.02
LIG PREM - SHR PREM	0.92	0.91	0.88	0.84	0.79	0.74	0.56	0.50	0.46	0.45	0.45	0.45	0.43	-0.02
LIG DSCT - SHR DSCT	0.47	0.62	0.51	0.64	0.60	0.37	0.16	0.50	0.44	0.29	0.20	0.20	0.17	-0.03

\* EFFECTIVE OCT 1994 - INCLUDES ASSORTED PROMOTIONAL PRODUCT

6081400902

**INTEGRATED NIELSEN  
TOP 25 BRANDS  
MASS MERCHANDISER  
DECEMBER 1994**

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
MARLBORO	32.90	31.21	27.49	27.49	8.48	7.57	8.12	8.12
MARLBORO B4G1F	0.01	0.01	0.14	0.14	0.01	0.01	0.14	0.14
WINSTON	6.66	6.71	7.09	7.09	-0.87	-0.90	-0.36	-0.36
WINSTON LESS SELECT	5.41	5.58	6.16	6.16	-1.60	-1.31	-0.74	-0.74
WINSTON SELECT	1.25	1.13	0.92	0.92	0.74	0.41	0.37	0.37
WINSTON SELECT LTS	0.70	0.64	0.52	0.52	0.37	0.17	0.32	0.32
DORAL	6.15	6.44	7.31	7.31	-1.69	-1.52	-1.20	-1.20
BASIC	4.65	4.88	3.86	3.86	2.93	3.67	3.42	3.42
GPC	4.64	4.79	4.79	4.79	-0.23	-0.41	-0.41	-0.41
SALEM	4.63	4.69	4.85	4.85	-0.43	-0.24	-0.43	-0.43
VIRGINIA SLIMS	4.07	4.18	4.24	4.24	-0.10	0.06	0.40	0.40
CAMBRIDGE	3.66	3.83	4.04	4.04	-0.34	-0.23	-0.16	-0.16
BENSON+HEDGES	2.87	2.89	2.87	2.87	-0.02	0.06	0.30	0.30
MERIT	2.61	2.64	2.74	2.74	-0.37	-0.21	0.10	0.10
CAMEL FILTERS	2.47	2.45	2.57	2.57	-0.01	-0.04	0.31	0.31
CAMEL SPECIAL LTS	0.27	0.28	0.36	0.36	-0.12	-0.09	0.09	0.09
CAMEL NON-FILTER	0.80	0.80	0.82	0.82	-0.05	-0.09	-0.13	-0.13
KOOL	2.43	2.50	2.49	2.49	-0.05	-0.04	0.01	0.01
NEWPORT	1.93	1.96	1.81	1.81	0.15	0.26	0.32	0.32
VANTAGE	1.76	1.85	2.06	2.06	-0.50	-0.31	-0.50	-0.50
CARLTON	1.55	1.62	1.70	1.70	-0.19	-0.16	-0.01	-0.01
MISTY	1.49	1.50	1.46	1.46	0.27	0.29	0.38	0.38
PALL MALL	1.41	1.45	1.47	1.47	-0.10	-0.10	-0.17	-0.17
KENT	1.17	1.21	1.27	1.27	-0.08	-0.10	-0.18	-0.18
BEST VALUE	1.15	1.04	1.98	1.98	-2.80	-3.22	-3.72	-3.72
VICEROY	1.14	1.19	1.33	1.33	-0.23	-0.15	-0.08	-0.08
CAPRI	1.07	1.09	0.99	0.99	0.25	0.31	0.27	0.27
MORE	0.90	0.95	0.97	0.97	-0.08	-0.06	-0.12	-0.12
MONTCLAIR	0.80	0.81	0.93	0.93	0.07	-0.01	0.09	0.09
NOW	0.80	0.86	0.96	0.96	-0.27	-0.23	-0.23	-0.23
STYLE	0.53	0.56	0.63	0.63	0.03	-0.01	0.18	0.18

20607181

**INTEGRATED NIELSEN  
TOP 25 BRANDS  
MASS MERCHANDISER  
DECEMBER 1994**

	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
MARLBORO	24.42	23.61	23.86	24.07	24.65	25.06	26.24	28.98	28.28	28.77	29.64	30.40	32.90	2.50
MARLBORO B4G1F	0.00	0.00	0.00	0.00	0.00	0.01	0.38	0.95	0.26	0.06	0.01	0.01	0.01	0.00
WINSTON	7.53	7.51	7.48	7.40	7.11	7.45	7.22	6.80	7.21	7.00	6.79	6.70	6.66	-0.04
WINSTON LESS SELECT	7.01	7.02	6.84	6.65	6.37	6.68	6.41	5.91	6.01	5.85	5.80	5.60	5.41	-0.19
WINSTON SELECT	0.51	0.50	0.65	0.75	0.74	0.77	0.81	0.89	1.20	1.15	1.00	1.10	1.25	0.15
WINSTON SELECT LTS	0.33	0.30	0.37	0.43	0.43	0.42	0.43	0.51	0.65	0.66	0.55	0.63	0.70	0.07
DORAL	7.84	8.32	8.37	8.17	7.70	7.73	7.64	6.93	7.10	7.01	6.73	6.56	6.15	-0.41
BASIC	1.72	1.86	2.21	2.68	2.91	3.18	3.91	4.40	4.53	4.81	5.10	4.97	4.65	-0.32
GPC	4.87	4.81	4.67	4.49	4.42	4.65	5.02	4.92	4.99	5.05	4.92	4.85	4.64	-0.21
SALEM	5.06	4.94	4.97	4.90	5.17	5.02	4.91	4.80	4.85	4.78	4.70	4.75	4.63	-0.12
VIRGINIA SLIMS	4.17	4.07	4.19	4.25	4.33	4.42	4.30	4.19	4.27	4.33	4.33	4.18	4.07	-0.11
CAMBRIDGE	4.00	4.32	4.32	4.18	4.17	4.11	4.16	4.02	3.94	3.98	3.98	3.93	3.66	-0.27
BENSON+HEDGES	2.89	2.91	2.87	2.86	2.80	2.84	2.86	2.79	2.85	3.00	2.92	2.89	2.87	-0.02
MERIT	2.98	2.86	2.70	2.70	2.79	2.89	2.82	2.80	2.79	2.73	2.70	2.62	2.61	-0.01
CAMEL FILTERS	2.48	2.72	2.69	2.71	2.59	2.61	2.65	2.51	2.60	2.54	2.41	2.45	2.47	0.02
CAMEL SPECIAL LTS	0.39	0.40	0.45	0.46	0.43	0.41	0.42	0.34	0.31	0.32	0.30	0.27	0.27	0.00
CAMEL NON-FILTER	0.85	0.85	0.84	0.83	0.84	0.81	0.84	0.84	0.81	0.81	0.81	0.78	0.80	0.02
KOOL	2.48	2.41	2.53	2.51	2.49	2.51	2.47	2.46	2.47	2.49	2.54	2.55	2.43	-0.12
NEWPORT	1.78	1.60	1.85	1.77	1.79	1.71	1.65	1.78	1.83	1.83	1.92	2.04	1.93	-0.11
VANTAGE	2.26	2.30	2.32	2.28	2.28	2.24	2.17	1.96	1.94	1.94	1.94	1.87	1.76	-0.11
CARLTON	1.74	1.75	1.79	1.80	1.77	1.75	1.72	1.66	1.62	1.66	1.67	1.68	1.55	-0.13
MISTY	1.22	1.22	1.33	1.37	1.50	1.51	1.58	1.48	1.44	1.45	1.55	1.47	1.49	0.02
PALL MALL	1.51	1.53	1.44	1.44	1.43	1.47	1.48	1.47	1.53	1.48	1.52	1.44	1.41	-0.03
KENT	1.25	1.29	1.26	1.27	1.31	1.32	1.29	1.27	1.36	1.27	1.23	1.26	1.17	-0.09
BEST VALUE	3.95	3.92	3.67	3.62	3.44	2.60	1.42	1.18	1.13	1.00	0.90	1.02	1.15	0.13
VICEROY	1.37	1.50	1.41	1.45	1.46	1.48	1.41	1.27	1.22	1.27	1.23	1.22	1.14	-0.08
CAPRI	0.82	0.84	0.83	0.83	0.88	0.87	0.95	1.09	1.10	1.13	1.12	1.09	1.07	-0.02
MORE	0.98	1.02	1.00	1.02	0.97	0.95	0.96	0.94	0.98	0.96	0.97	0.99	0.90	-0.09
MONTCLAIR	0.73	0.83	0.99	0.98	0.99	0.96	1.01	1.09	0.93	0.93	0.82	0.82	0.80	-0.02
NOW	1.07	1.10	1.04	1.04	1.09	1.07	0.98	0.91	0.90	0.88	0.89	0.90	0.80	-0.10
STYLE	0.50	0.58	0.64	0.70	0.72	0.73	0.65	0.67	0.67	0.60	0.57	0.60	0.53	-0.07

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**INTEGRATED NIELSEN  
DISCOUNT CATEGORY  
MASS MERCHANDISER  
DECEMBER 1994**

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
<b>PRIVATE LABEL</b>								
<u>PL Share of Industry</u>								
PM PL	1.53	1.68	2.05	2.05	-1.46	-1.57	-3.22	-3.22
RJR PL	0.41	0.36	0.43	0.43	-0.02	-0.10	-0.29	-0.29
AMERICAN PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>TOTAL PL</b>	<b>1.94</b>	<b>2.04</b>	<b>2.48</b>	<b>2.48</b>	<b>-1.49</b>	<b>-1.67</b>	<b>-3.51</b>	<b>-3.51</b>
<u>PL Share of Segment</u>								
PM PL	78.85	82.34	82.76	82.76	-8.47	-5.32	-5.20	-5.20
RJR PL	21.14	17.65	17.23	17.23	8.46	5.31	5.19	5.19
AMERICAN PL	0.00	0.01	0.00	0.00	0.00	0.01	0.00	0.00
LIGGETT PL	0.01	0.00	0.00	0.00	0.01	0.00	0.00	0.00
<b>BRANDED DISCOUNT</b>								
BASIC	4.65	4.88	3.86	3.86	2.93	3.67	3.42	3.42
BEST VALUE	1.15	1.04	1.98	1.98	-2.80	-3.22	-3.72	-3.72
MONARCH	0.41	0.41	0.40	0.40	0.16	0.23	0.22	0.22
GPC	4.64	4.79	4.79	4.79	-0.23	-0.41	-0.41	-0.41
RALEIGH EXTRA	0.14	0.16	0.35	0.35	-0.59	-0.63	-0.52	-0.52
DORAL	6.15	6.44	7.31	7.31	-1.69	-1.52	-1.20	-1.20
CAMBRIDGE	3.66	3.83	4.04	4.04	-0.34	-0.23	-0.16	-0.16
VICEROY	1.14	1.19	1.33	1.33	-0.23	-0.15	-0.08	-0.08
MISTY	1.49	1.50	1.46	1.46	0.27	0.29	0.38	0.38
MONTCLAIR	0.80	0.81	0.93	0.93	0.07	-0.01	0.09	0.09
ALPINE	0.32	0.33	0.48	0.48	-0.30	-0.32	-0.19	-0.19
STERLING	0.11	0.13	0.24	0.24	-0.34	-0.40	-0.60	-0.60
BRISTOL	0.04	0.04	0.11	0.11	-0.15	-0.16	-0.12	-0.12
MAGNA	0.07	0.08	0.14	0.14	-0.16	-0.19	-0.26	-0.26
PYRAMID	0.05	0.05	0.12	0.12	-0.10	-0.11	-0.09	-0.09
RIVIERA	0.00	0.00	0.01	0.01	-0.02	-0.02	-0.03	-0.03
BUCKS	0.01	0.01	0.03	0.03	-0.04	-0.04	-0.02	-0.02
RICHLAND 20'S	0.01	0.01	0.01	0.01	-0.02	-0.02	-0.03	-0.03
AMERICAN FF/LTS	0.01	0.01	0.02	0.02	-0.03	-0.04	-0.08	-0.08
OLD GOLD	0.20	0.20	0.20	0.20	0.05	0.07	0.12	0.12
COVINGTON	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
A/O BRANDED DISCOUNT *	0.05	0.06	0.10	0.10	-0.17	-0.18	-0.23	-0.23
<b>TOTAL BRANDED DISCOUNT *</b>	<b>25.10</b>	<b>25.96</b>	<b>27.91</b>	<b>27.91</b>	<b>-3.71</b>	<b>-3.41</b>	<b>-3.53</b>	<b>-3.53</b>
<b>BASIC SHARE OF DISCOUNT</b>	<b>17.21</b>	<b>17.43</b>	<b>12.71</b>	<b>12.71</b>	<b>11.89</b>	<b>13.77</b>	<b>11.54</b>	<b>11.54</b>
<b>TOTAL DISCOUNT CATEGORY</b>	<b>27.03</b>	<b>28.00</b>	<b>30.39</b>	<b>30.39</b>	<b>-5.21</b>	<b>-5.08</b>	<b>-7.03</b>	<b>-7.03</b>

\* INCLUDES ASSORTED PROMOTIONAL PRODUCTS

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**INTEGRATED NIELSEN  
DISCOUNT CATEGORY  
MASS MERCHANDISER  
DECEMBER 1994**

	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
<b>PRIVATE LABEL</b>														
<u>PL Share of Industry</u>														
PM PL	2.99	2.88	2.51	2.36	2.11	2.07	2.07	2.01	2.04	1.92	1.86	1.71	1.53	-0.18
RJR PL	0.43	0.47	0.46	0.49	0.53	0.50	0.49	0.44	0.38	0.35	0.30	0.35	0.41	0.06
AMERICAN PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL PL	3.43	3.35	2.97	2.85	2.64	2.57	2.56	2.45	2.42	2.28	2.16	2.06	1.94	-0.12
<u>PL Share of Segment</u>														
PM PL	87.32	85.85	84.62	82.97	79.92	80.51	80.77	82.20	84.37	84.44	85.94	83.15	78.85	-4.30
RJR PL	12.68	14.15	15.38	17.03	20.08	19.49	19.23	17.81	15.61	15.52	14.02	16.85	21.14	4.29
AMERICAN PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.04	0.00	0.00	0.00
LIGGETT PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.01	0.00	0.00	0.01	0.01
<u>BRANDED DISCOUNT</u>														
BASIC	1.72	1.86	2.21	2.68	2.91	3.18	3.91	4.40	4.53	4.81	5.10	4.97	4.65	-0.32
BEST VALUE	3.95	3.92	3.67	3.62	3.44	2.60	1.42	1.18	1.13	1.00	0.90	1.02	1.15	0.13
MONARCH	0.25	0.25	0.29	0.36	0.38	0.44	0.51	0.39	0.42	0.44	0.40	0.42	0.41	-0.01
GPC	4.87	4.81	4.67	4.49	4.42	4.65	5.02	4.92	4.99	5.05	4.92	4.85	4.64	-0.21
RALEIGH EXTRA	0.73	0.67	0.62	0.61	0.58	0.54	0.40	0.17	0.16	0.17	0.20	0.15	0.14	-0.01
DORAL	7.84	8.32	8.37	8.17	7.70	7.73	7.64	6.93	7.10	7.01	6.73	6.56	6.15	-0.41
CAMBRIDGE	4.00	4.32	4.32	4.18	4.17	4.11	4.16	4.02	3.94	3.98	3.98	3.93	3.66	-0.27
VICEROY	1.37	1.50	1.41	1.45	1.46	1.48	1.41	1.27	1.22	1.27	1.23	1.22	1.14	-0.08
MISTY	1.22	1.22	1.33	1.37	1.50	1.51	1.58	1.48	1.44	1.45	1.55	1.47	1.49	0.02
MONTCLAIR	0.73	0.83	0.99	0.98	0.99	0.96	1.01	1.09	0.93	0.93	0.82	0.82	0.80	-0.02
ALPINE	0.62	0.58	0.59	0.63	0.61	0.61	0.62	0.45	0.43	0.37	0.34	0.32	0.32	0.00
STERLING	0.45	0.42	0.39	0.35	0.37	0.31	0.27	0.21	0.15	0.14	0.16	0.12	0.11	-0.01
BRISTOL	0.19	0.18	0.18	0.19	0.15	0.17	0.14	0.11	0.09	0.07	0.05	0.04	0.04	0.00
MAGNA	0.23	0.20	0.20	0.18	0.20	0.18	0.19	0.15	0.11	0.11	0.10	0.07	0.07	0.00
PYRAMID	0.15	0.21	0.17	0.21	0.19	0.12	0.05	0.15	0.13	0.08	0.06	0.06	0.05	-0.01
RIVIERA	0.02	0.01	0.01	0.01	0.01	0.00	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0.00
BUCKS	0.05	0.05	0.04	0.04	0.04	0.04	0.04	0.02	0.03	0.02	0.01	0.01	0.01	0.00
RICHLAND 20'S	0.03	0.02	0.03	0.03	0.02	0.03	0.02	0.01	0.01	0.00	0.01	0.01	0.01	0.00
AMERICAN FF/LTS	0.04	0.03	0.03	0.03	0.03	0.03	0.02	0.01	0.01	0.01	0.01	0.01	0.01	0.00
OLD GOLD	0.15	0.18	0.17	0.20	0.18	0.18	0.19	0.18	0.23	0.21	0.20	0.21	0.20	-0.01
COVINGTON	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
A/O BRANDED DISCOUNT *	0.22	0.19	0.18	0.17	0.16	0.12	0.11	0.07	0.06	0.07	0.07	0.05	0.05	0.00
<b>TOTAL BRANDED DISCOUNT *</b>	<b>28.81</b>	<b>29.81</b>	<b>29.89</b>	<b>29.92</b>	<b>29.51</b>	<b>29.00</b>	<b>28.72</b>	<b>27.22</b>	<b>27.11</b>	<b>27.20</b>	<b>26.83</b>	<b>26.31</b>	<b>25.10</b>	<b>-1.21</b>
<b>BASIC SHARE OF DISCOUNT</b>	<b>5.32</b>	<b>5.62</b>	<b>6.73</b>	<b>8.17</b>	<b>9.04</b>	<b>10.08</b>	<b>12.50</b>	<b>14.82</b>	<b>15.34</b>	<b>16.30</b>	<b>17.60</b>	<b>17.54</b>	<b>17.21</b>	<b>-0.33</b>
<b>TOTAL DISCOUNT CATEGORY</b>	<b>32.24</b>	<b>33.16</b>	<b>32.86</b>	<b>32.77</b>	<b>32.15</b>	<b>31.57</b>	<b>31.28</b>	<b>29.67</b>	<b>29.52</b>	<b>29.47</b>	<b>28.99</b>	<b>28.37</b>	<b>27.03</b>	<b>-1.34</b>

\* INCLUDES ASSORTED PROMOTIONAL PRODUCT

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